

# Susan L. Connell

E-Mail: [Susan@soozzone.us](mailto:Susan@soozzone.us) • Portfolio: [www.soozzone.us](http://www.soozzone.us)

## Objective

Instructional design professional with extensive background in communications, multimedia development, graphic design, public relations, and various aspects of technology seeking a position in eLearning, adult education, or training. Special interest in online/distance learning, instructional design, digital video, and combining media with technology to effectively enhance communication.

## Education

**San Diego State University** - Master of Arts in Educational Technology, emphasis in Multimedia

**University of California at San Diego** - Bachelor of Arts, Communications with concentration in Visual Arts

**University of California at Berkeley** - Attended, General Education

## Certificates & Other Training

**University of California at San Diego Extension:**

Community College Instruction Certificate

Extensive Coursework in Art, Graphic Design, and Creative Process

**University of Oxford Discovery Programme Arts & Humanities Lecture Series** - Certificate

**Massachusetts Institute of Technology** - Certificate in Technical Communications

**American Photographer** - Mentor Series Photography Workshop

**National Association of Photoshop Professionals Seminars** - Adobe Photoshop Training Workshops

## Employment

**San Diego State University**, San Diego, CA

**2005 - Present**

### Adjunct Instructor

Responsible for teaching or assisting with eight sections of four different multimedia courses - on campus and online - covering visual presentation, web development, digital video/audio, Flash animation, technology for course delivery, and related topics.

- Prepared and presented live and asynchronous lectures and lessons using Macromedia Breeze, PowerPoint, Web sites, Listserve, Blackboard, podcasts, wikis, other technologies and blended approaches
- Monitored and responded to course listserv postings and student e-mails.
- Developed content-specific tutorials and job aids; assisted professor with course web site and grading database updates.
- Assisted students on campus and online with technical and conceptual aspects of course assignments.

**Design & Communications Consulting** (Self-Employed), San Diego, CA

**1998-2000 and 2002-Present**

Responsible for design, development, and launch of multimedia communications and training plans primarily for high-tech clients.

- Defined messaging needs and worked with clients to develop cost-effective PR, multimedia communications and training programs.
- Developed marketing communications and product training programs using a variety of media including print, online, video and other multimedia components.
- Researched and wrote numerous technical articles and case studies about client products and technologies.
- Created graphic treatments, design templates, and technical illustrations for these and other documents including a paleontology textbook.
- Established relationships with numerous editors in technology trade press and local media to facilitate press coverage for clients such as ABB, Emerson, American Power Conversion, Ballard Power, Elgar, and Hewlett-Packard.

**Metallic Power**, Carlsbad, CA

**2000-2002**

### Marketing Communications Manager

Lead strategic and tactical implementation of multimedia communications and technology training programs for this technology startup..

- Created complete literature kits to familiarize potential customers and investors with the company's new technology.
- Designed, wrote and implemented corporate web site for outreach communications and intranet to facilitate internal communication.
- Directed public relations campaign that generated extensive coverage in national trade, technical and general press as well as local broadcast media - even though the company ultimately never launched a product.
- Produced (including scripting, staging, directing, shooting and editing) 11 short documentary and training videos using in house resources to save more than \$100,000 compared to outsourcing.

## Susan Connell, *continued*

**Deltec/Exide Electronics** (now Eaton Powerware), San Diego, CA

**1982-1997** (Covering the five positions detailed below)

**Vice President of Marketing/Corporate Communications** (1994-1997)

Oversaw complete marketing, corporate communications, and product training operations for electronic manufacturing company including management of as many as 25 employees and budgets up to \$2.5M. Developed and implemented annual marketing plans comprising public relations, press tours, advertising, product training, collateral, video productions, web content, trade shows, sales incentives, product management, competitive analysis, and technical documentation.

- ❑ Contributed to winning corporate efforts for Deltec Electronics that increased worldwide sales from \$20M to \$130M
- ❑ Demonstrated notable success in creating name recognition for both products and company - validated by numerous industry awards (including PC Magazine Editor's Choice Awards), independent market studies and coverage in trade publications as well as local and national media. .
- ❑ Created and consulted on comprehensive communications and training programs for OEM customers such as Compaq, NCR (ATT), Unisys, HP, IBM and others.
- ❑ Received 100% positive ratings from my staff in corporation-wide anonymous employee satisfaction surveys.

**Product Marketing Manager** (1987-1991) and **Director of Marketing** (1991-1994)

Managed four- to eight-person marketing and technical publications departments and budgets up to \$1.2M.

- ❑ Involved in the development and launch of hardware, software and service products - including participation in product specification, research, appearance, competitive analysis, internal communication, training and promotion.
- ❑ Attained significant cost savings and expedited time-to-market through intelligent use of existing resources, in-house talent, integration of computer systems, and implementation of advanced desktop publishing techniques.
- ❑ Worked closely with Engineering Department to define and develop specifications for products that best met customer needs. Provided engineering, marketing, and training documentation for development activities and customer proposals.

**Technical Publications Writer/Illustrator** (1982-1985) and **Supervisor** (1985-1987)

Supervised and participated in the creation of technical manuals and other written and graphic support material.

- ❑ Employed strong technical skills and in-depth interviews with Engineering staff to generate written and graphic documentation for hardware and software products as well as product specifications and technical proposals for power management product line.
- ❑ Established corporate style guide to assure consistent look and feel of product documentation that had previously been haphazard
- ❑ Implemented corporation's first use of automated documentation systems and intradepartmental networking.

## Technical Skills

Advanced		Proficient	
Adobe Photoshop	Adobe Illustrator	Final Cut Video Editing	Sound Editing (various programs)
Flash & GIF Animation	Dreamweaver Web Design	ActionScript	Basic HTML Programming
iMovie Video Editing	Microsoft PowerPoint	Cascading Style Sheets	Javascript
Microsoft Word	Adobe In-Design Page Layout	Adobe GoLive Web Design	Quark Express Page Layout
Adobe Acrobat	Captivate (RoboDemo) Simulation	FileMaker Pro Database	Microsoft Excel
Macromedia Breeze Online Training & Web Conferencing System		Blackboard Learning Management System	

## Academic Publications

Connell, S. (2006). Comparing blogs, wikis, and discussion boards as collaborative learning tools. In *Wiki* (book title is subject to change prior to publication in June 2006). Hyderabad, India: ICFAI University Press.

Connell, S. (2005). *Graphic resolution: It's all about the pixels*, from [http://soozzone.com/images/Resolution\\_Tutorial.swf](http://soozzone.com/images/Resolution_Tutorial.swf)

Connell, S. (2003). Modality principle. *Encyclopedia of Educational Technology*, from <http://coe.sdsu.edu/eet/Articles/modality/start.htm>

Connell, S. (2004). *Uses for social software in education: A literature review*, from <http://soozzone.com/690review.htm>

## Affiliations

Association for Educational Communications and Technology, Member

National Association of Photoshop Professionals, Member

San Diego Museum of Art, Member

## Awards

Society for Technical Communications - Award of Excellence for Product Literature: 1993

Society for Technical Communications - Award of Merit for User Handbook: 1988

Friends of the UCSD Library Writing Contest - First Prize: 1980

National Merit Scholarship - Semifinalist: 1973