

John C. McDowell

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Career Summary

With 20 years of professional experience focused on communication design, training, learning development, skills assessment, educational technology, play-based learning, and with a passion for great user experience design, I would be an asset to your institution. I want to help people and be proud of my work. I want us to succeed together and I'm willing to relocate!

Related Work Skills

Kennesaw State University – Analyzed, designed, developed, implemented, and evaluated training exercises, programs, and related materials, led and managed learning projects, created video and module training, hosted training workshops (ILT & VILT), utilized Adobe Creative Cloud, Camtasia, Articulate, and other various production softwares (see list of software proficiencies) to create digital learning assets

University of West Georgia – Training & curriculum development, Omni CMS page building, user training development, andragogy, traditional/hybrid/online course development, videography, lighting, sound recording, activity design, needs assessment, performance evaluation, content creation, writing, editing, research, over 2,500 hours of professional presentation, over 1,000 hours of video recording, utilized three different Learning Management Systems (LMS) for course development, Content Management Systems, multiple software competencies

Cotton Mill Farmers Market – Content creation, campaign design, website creation, live feeds, photography, media appearances, community development, public relations, event presentations, market analysis

Enchanted Earth Gifts – Live feeds, social engagement, product photography, scheduling, trade show and event presentations, website creation and maintenance, product design, community development, advertising and product content creation, writing, research, market analysis, SEO

West Georgia Technical College – Course development, multimedia website creation, event management, team leader, content creation, andragogy, mentoring, over 1,500 hours of skills/performance assessment, over 3,500 hours of professional presentation, voice recording, research

Work Experience

Senior Technical Learning Experience Designer – Kennesaw State University - 06/14/2021 to 11/19/2021

- Analyzed, designed, developed, implemented, and evaluated (ADDIE) training programs, practical exercises, and related materials
- Hosted online and classroom training sessions, tailored to various audiences
- Leveraged design skills with a variety of applications and authoring tools to design, develop, and execute engaging learning activities and compelling course content
- Led and managed technical learning content projects for major campus software rollouts
- Researched, planned, developed, and maintained publishable training resources such as booklets, quick guides, and video tutorials
- Served as point of escalation for customer support issues, led troubleshooting efforts, and resolved issues relating to technical learning functionality, utilized ServiceNow for service request ticket management
- Managed and maintained department system resources such as labs, training portals, documentation portals, and equipment inventory

Web Specialist (temporary contract) - University of West Georgia - 02/05/2021 to 06/11/2021

- Leveraged 15 years of website and content/learning management systems (CMS & LMS) experience to re-brand university websites, to migrate and re-design pages to new branding standards, and to update pages for accessibility, SEO, and best practices
- Utilized decades of professional communication and adult learning, training, and e-learning experience to write content for new pages and to edit existing content for efficiency, information flow, and mobile navigation ease-of-use
- Used recently refreshed knowledge through new personal educational endeavors to troubleshoot HTML and issues within content management system (Omni CMS)

Owner / Self Employed - Enchanted Earth Gifts - 01/01/2016 to Present

Website: [Http://www.enchantedearthgifts.com](http://www.enchantedearthgifts.com)

- Created an e-commerce gift company, self-taught an entirely new profession: soap-making and crafting beauty products
- Market analysis, Built and maintained website, SEO, wrote all product listings, designed, and executed successful marketing campaigns
- Designed, promoted, and executed successful sales events to boost sales to as much as 500% of average monthly sales
- Pioneered company branding and growth strategy, personally produced all advertising, delivered market launches on schedule
- Managed results-oriented promotions calendar and designed paid ads, implemented media engagement strategies
- Proven proficiency with e-commerce platform Wix, passion for serving mobile users and using best practices

Web Specialist (temporary contract) - University of West Georgia - 11/20/2019 to 03/13/2020

- Responsible for Rebranding University websites, migrating, and re-designing old pages to new standards
- Responsible for updating pages for accessibility standards and best practices, SEO, and organizational strategy
- Wrote content for new pages, edited existing content for streamlining and mobile navigation
- Performed troubleshooting for minor HTML and Omni Update Campus issues, resized photography, digital asset management

Communication and Community Development Manager - Cotton Mill Farmers Market - 04/16/2018 to 09/16/2018 (Part-time Contract)

- Executed organizational and audience analysis, created and implemented values-based comprehensive communication strategy and related multi-channel marketing campaigns, all budgeting and events, interactive activities, and fun competitions
- Built new website and SEO, created attractive content for new active blog and all social media posts to spur community development
- Grew established social media following by over 307% in only seven months and drastically increased engagement
- Delivered superb photography, live feeds, and campaign posts, responsible for all boosts, blasts, event planning, and marketing materials
- Developed and launched a successful Friends of the Market program gaining two major donors in its first week
- Produced weekly newsletter, PSAs, and press releases, created and successfully implemented grassroots marketing campaigns

Web Migration Specialist (temporary contract) - University of West Georgia - 04/25/2016 to 11/30/2016

- Built over 32,000 web pages in 7 months as a key member of a 6-person team
- Achieved certification with Omni Update Campus Content Management System (CMS)
- Created appealing website content, branding, editing, writing, proofreading, designing CMS elements, site migration
- Accomplished photography sizing, video framing, basic HTML troubleshooting, exceeded expectations for project completions
- Led basic and advanced training sessions, acted as point of contact, responsible for online organization and navigation

Communication Specialist and Owner - BlueMark Media - 08/15/2015 to 03/13/2020

- Founded my own consulting firm for advertising and web design, purchased local rights to The Good News Weekly Newsletter
- Brought a new product to market, growing client base enough to pay for production and sustainability (250% of cost) in 20 weeks
- Wrote original content for the weekly newspaper and cultivated content from subscription services, layout and design
- Crafted client websites, consulted for media placement, designed multi-channel marketing plans, exceeding all client goals
- Past - Developed a year of online events for GeoCities which was so successful, GeoCities was bought the following year by Yahoo!

Communication Instructor - West Georgia Technical College - 12/01/2008 to 06/12/2015

- Developed and taught interactive communication courses, curriculum design, achieving high success rates for 125 students/term
- Multitasked, inspiring minds with creative course content, tutoring, and advising, and created skills assessments
- Conducted grading for over 1,000 assignment submissions per term, performed data analysis for Student Learning Objectives
- Crafted innovative multimedia digital content for which I received commendations from both students and supervisors, increasing student retention by 21% and greatly improving course success rates, utilized experiential learning methodologies, e-learning
- Mastered several Learning Management Systems (LMS), volunteered to teach workshops to help colleagues, instructional design
- Volunteered as media contact, produced press releases, PSA's, radio promotion, spoke on behalf of the American Cancer Society
- Performed as committee member, Performing Arts Club Director, trainer, mentor, crafted organizational marketing material
- Executed communication analysis, conceptualized the successful marketing campaign "Real College for Real Jobs"

Communication Instructor - University of West Georgia - 08/17/2004 to 12/01/2008 (annual renewal)

- Embraced full teaching, tutoring, advising, curriculum and instructional design, and grading responsibilities for 110 students / semester
- Secured endowment for and established and hosted an Annual Persuasive Public Speaking Competition, motivating students and drastically increasing performance evaluations, taught and inspired new learning communities, professional training, leadership
- Rapidly mastered then created and hosted workshops to train coworkers on new distance learning software (LMS)
- Secured resources and created viewing lab for students, hosted grand openings of new speech labs, instructional design
- Excelled in technology mentor program, winning self-directed study abroad professional development contest, "e-learning excellence"
- Developed and taught 1000, 2000, and 3000 level courses including "Play & Technology" and "Media Effects"
- Initiated and Co-hosted Georgia Communication Association Annual Conference at UWG, presented at multiple GCA conferences

Prior work experience available upon request – University of Illinois (pedagogical), Brooks Communications (radio personality and sales), Marbury Engineering (civil engineering design drafting, presentation), M&M/Mars (training, presentation, electrical robotics controls design drafting)

Education

M.A. in Communication - University of Illinois at Urbana-Champaign – May 2004 – 3.59 GPA

Course Foci: Online Organizational Communication & Virtual Community Development

- Online Community Development and Communication Analysis
- Solving Communication Problems in the Workplace
- New Communication Technologies, Play and Technology
- Social Networking Analysis
- Mediated Communication & Effects, Rhetoric & Visual Communication

Awards and Service:

- Co-authored, Communication Education: *Apprehension in Public Speaking Classes: Skills Training and Social Support* presented at National Communication Association - Miami 2003
- Acted as panel coordinator, chair and respondent, *Visual Argument: The Presence of Images and the Creation of Argument* National Communication Association - New Orleans 2002
- Invited Lecturer - Seeing the Forest for the Trees: A Social Network Analysis Guided Tour
- Invited Lecturer - MUD's, MOG's, and MMORPG's: A History and some Implications
- Invited Lecturer – Transactive Memory effects in Online Gaming Community Development
- Play & Technology project – Awarded “Judges Recognition of Excellence” (by Volition, Microsoft, etc.)

B.A. in Speech Communication - Georgia State University in Atlanta – May 2002 - 3.65 GPA – Cum Laude

- Course Foci: Communication Strategy, Conflict Resolution, Organizational and Visual Communication, Persuasion
- Won 1st Place, Annual Public Persuasive Speaking Contest
- Invited Lecturer - Research on the Internet: A guide to being scholarly
- Invited Teaching Assistant – Mediation and Conflict Resolution

A.A. in Speech & Theatre - Darton College in Albany, GA – May 2000 – 3.50 GPA - Cum Laude

- Course Foci: Global / International communication; Speech and Theatre; Communication styles; Voice and Diction; Acting; Public Speaking; Technical and Creative Writing; Communication Psychology
- Delta Psi Omega Theatrical Society Life Member, Sound, Lighting, Stage production, and Actor for plays

Work Samples

See my full portfolio here: <http://www.aciddragonstudio.com>

I built the **Enchanted Earth Gifts** website, I wrote all SEO, wrote, designed, and placed all advertising, and designed all promotional material and product listings. I shot and edited all photography. I wrote, recorded, and produced all live feeds and radio ads. I used Wix, Google, and Facebook analytics to track customer engagement. I made all the products by hand and created, printed, and cut all label and logo designs.

[Http://www.enchantedearthgifts.com](http://www.enchantedearthgifts.com)

I built the **Cotton Mill Farmers Market website** (very slightly changed now by the owners), all marketing and promotional material, press releases, all social media posts, events, paid ads, photography, live feeds, and all blog entries, used Google analytics and market surveys and counts to track results: <Http://www.cottonmillfarmersmarket.org>

Here are just a few of the thousands of **University of West Georgia website pages** I built:

Richards College of Business (RCOB) Index page - <https://www.dropbox.com/s/d0c58gt4ehan0sq/UWG-RCOB-Index.pdf?dl=0>

RCOB Helpful Links page - <https://www.dropbox.com/s/o0fody6dk5sa6y5/UWG-Helpful-Links.pdf?dl=0>

RCOB Contact Us page - <https://www.dropbox.com/s/835mbb4gtcg028j/UWG-Contact-Us.pdf?dl=0>

RCOB International Studies page - <https://www.dropbox.com/s/vksda0c3hnsyn9j/UWG-International-Studies.pdf?dl=0>

RCOB Study Abroad page - <https://www.dropbox.com/s/6aqrffv6o4970d1/UWG-Study-Abroad.pdf?dl=0>

UWG Visitor's Information page - <https://www.dropbox.com/s/ln3gg68lhquehuh/UWG-Visitors-Info.pdf?dl=0>

Volunteer Work

I am a lifelong member of Delta Psi omega theatrical society. I volunteer to coach Speech Competition Teams who compete at the University level and I judge communication projects and extemporaneous speaking competitions at the community college level. My students have won national awards. I also volunteer to direct plays. I helped found the WGTC Performing Arts Club and volunteered to direct multiple plays for them. I created and secured funding for an Annual Persuasive Public Speaking Contest and a viewing laboratory for students. I also volunteer with Relay for Life, a division of the American Cancer Society, for which I am often on the Carroll County Committee. In that capacity I have coordinated media efforts, grassroots campaigns, written for local newspapers, presented on the radio, given speeches to luncheons and large events, and co-coordinated events and volunteer teams for those events which drew upwards of 5,000 people. I am often active in both the Georgia Communication Association as well as the National Communication Association. Privately, I tutor students in subjects ranging from speech to writing.

Software

Adobe Photoshop, Adobe InDesign, Affinity Designer, Affinity Photo, Word, PowerPoint, Camtasia, Snagit, Visio, Microsoft Teams, Google Suite, Articulate Storyline 360, Articulate Rise, Adobe Aero, Publisher, LumaFusion video editor, Lightroom, Adobe Premiere Rush, Figma, Kaltura Mediaspace, iMovie, Canva, Miro, ServiceNow, Percipio, social media applications, ProCreate, Analytics, Metatags, Wix e-commerce stores, Learning Management System software (LMS), D2L Brightspace, Content Management System software (CMS), Omni CMS, Facebook business, Google ads, SharePoint, QuickPlan Pro, MailChimp, Wrike, Asana, Active Campaign, Cloud services, Pixomatic, Ripl, Birme, Font Candy, Adobe Acrobat, Survey Monkey, Avery, Quickbooks, AnyList, Skype, LinkedIn Sales Navigator, GroupMe, Zoom, Degree Works, Banner, Blackboard, Angel, Outlook, Basic HTML troubleshooting, Basic Adobe Captivate

Hobbies

I'm currently teaching myself Swedish. I enjoy photography, videography, making soap, kayaking, drawing on my iPad, writing, snow skiing, water skiing, working on websites, playing with my two sons Khan and Freedom (ages 5 and 8), playing video games, collecting Star Trek memorabilia, attending farmers markets and craft festivals, and working on my house and property.

Certifications

CMS Content Management System – Omni CMS – University of West Georgia, in-person
UX User Experience Design – Introductory Certification – Georgia Institute of Technology, Coursera

Skills

<u>Communication Skills</u>	<u>Other Skills</u>	<u>Technical Skills</u>
Training International Communication Presentation Speechwriting Editing Public Relations Crisis Communications Audience analysis Internal Communications External Communications Writing for the Web Writing for Social Media Live Feed presentation Blogging Branding Media Relations Marketing Campaign Design Communication analysis Social Media Engagement Love of languages English – Native Japanese – Beginner Spanish – Intermediate Swedish – Beginner Copywriting Technical writing Creative writing	User Experience (UX) Design Curriculum Development Trendspotting Community Development (online and traditional) Setting and Measuring KPI's Training Design & Development Diversity & Inclusion Best Practices Web Accessibility Compliance Design Document Creation Storyboarding Rapid Prototyping Strategic Planning Event planning & execution Measurement & Assessment Learning Outcome Development Iterative Design Agile principles Motivation Team building Community outreach Andragogy Working with SME's Rubrics & Instruments Advising & Mentoring Multicultural respect Lesson Planning	Vector Illustration & Design Digital Asset Management Website development/management Videography Photography Social Media applications Ad Managers Search Engine Optimization Organizational Communication analysis Communication Technology analysis Content and file management OU CMS certified Microsoft and Google Suites Web Store development with Wix Distance Learning development Navigational design I'm an avid gamer. I associate frequently with younger generations and I stay engaged. I learn software quickly. I previously held a career as an engineering designer. Learning new software is not an issue. I find it fun!

Personal Statement

I'm a training and communication design geek who genuinely believes there's a difference between having to learn something and wanting to learn something. As a trainer it's my passion to not simply teach, but to inspire people to learn. As a designer, regardless of the medium, it's my passion to convey information in efficient, functional, and engaging ways.

What good is a website or an article if it isn't appealing enough to read? What good is a training session or video if it isn't engaging enough to lure people in and inspire them to "want" to listen and watch? The focus has to be on learning, growth, and providing value, not merely on conveying information. That's the key to good engagement.

"Meeting our goals" is fine but "surpassing our goals" is the aim of inspired workers and learners. That level of inspiration and engagement is what I strive to craft in everything I do. Maybe it's the nerd in me, but that's what I love doing.