



Jennifer E. Adams

OBJECTIVE

To take my professional experience and passion for life-long learning, to help distribute information and help others do their jobs or live their lives better.

EXPERIENCE HIGHLIGHTS

- Extensive work with SMEs throughout all roles
- eLearning material creation and SCORM LMS hosting and coordination
- eLearning technology (Storyline Suite, Adobe Captivate, Camtasia Studio)
- 508-accessible documents and learning materials
- Industry experience: GIS/mapping, pharmacogenomics, vertebrate pest control, construction, software development, CAD, digital capture products
- Extensive use of Microsoft Office Suite (including Publisher and Visio)
- Other software: SnagIt, Adobe Acrobat Pro, RoboHelp, HTML (Microsoft Expression Web 4)
- Approach projects from a user experience perspective
- Technical and marketing writing; proposal writing and coordination
- Event planning and coordination
- Graphics, layout, design
- Organized and efficient; able to balance multiple tasks and deadlines
- Work well with a broad variety of personalities
- Environmentally conscious, implement green methods whenever possible

WORK EXPERIENCE

2004 – present

Owner • en-light-en services, llc

Creative business consulting services. Adult education programs include the use of adult learning theories, eLearning and LMS tools/technologies, and the ADDIE approach. Communication and marketing services, collateral design (newsletters, business cards, web sites, press releases, presentations, databases), writing services, proofreading, organizational business consulting, computer hardware/software/process consulting. Book self-publishing on Amazon (author: Pinchos Kurinsky). Magazine publishing (*The Halcyon Connection*). (*Previously did business as Creative Words Consulting, 2004-2017.*)



Seasoned Remote Employee
Colorado / Florida based



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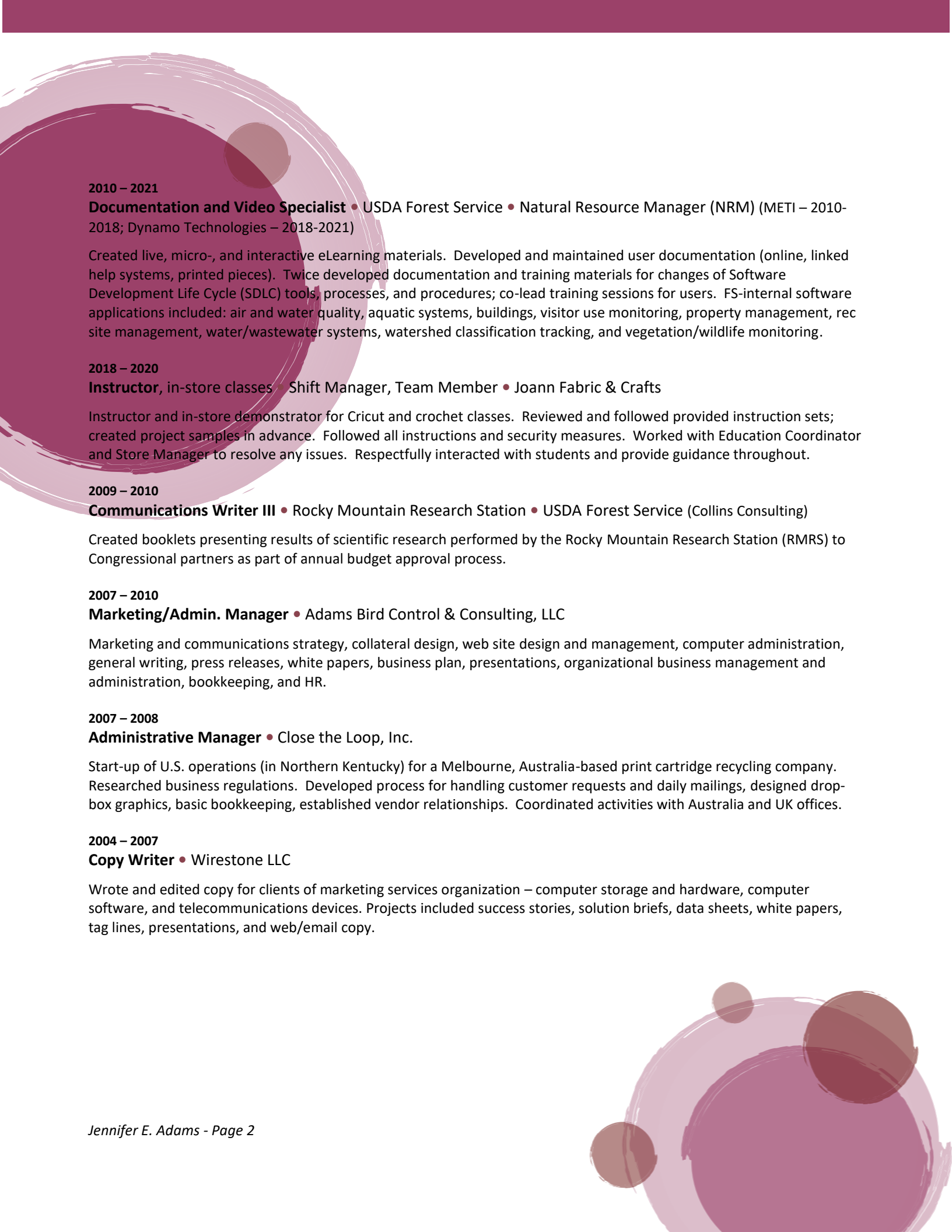


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<https://sites.google.com/u.boisestate.edu/jenniferadams/home?authuser=0>



2010 – 2021

Documentation and Video Specialist • USDA Forest Service • Natural Resource Manager (NRM) (METI – 2010-2018; Dynamo Technologies – 2018-2021)

Created live, micro-, and interactive eLearning materials. Developed and maintained user documentation (online, linked help systems, printed pieces). Twice developed documentation and training materials for changes of Software Development Life Cycle (SDLC) tools, processes, and procedures; co-lead training sessions for users. FS-internal software applications included: air and water quality, aquatic systems, buildings, visitor use monitoring, property management, rec site management, water/wastewater systems, watershed classification tracking, and vegetation/wildlife monitoring.

2018 – 2020

Instructor, in-store classes • Shift Manager, Team Member • Joann Fabric & Crafts

Instructor and in-store demonstrator for Cricut and crochet classes. Reviewed and followed provided instruction sets; created project samples in advance. Followed all instructions and security measures. Worked with Education Coordinator and Store Manager to resolve any issues. Respectfully interacted with students and provide guidance throughout.

2009 – 2010

Communications Writer III • Rocky Mountain Research Station • USDA Forest Service (Collins Consulting)

Created booklets presenting results of scientific research performed by the Rocky Mountain Research Station (RMRS) to Congressional partners as part of annual budget approval process.

2007 – 2010

Marketing/Admin. Manager • Adams Bird Control & Consulting, LLC

Marketing and communications strategy, collateral design, web site design and management, computer administration, general writing, press releases, white papers, business plan, presentations, organizational business management and administration, bookkeeping, and HR.

2007 – 2008

Administrative Manager • Close the Loop, Inc.

Start-up of U.S. operations (in Northern Kentucky) for a Melbourne, Australia-based print cartridge recycling company. Researched business regulations. Developed process for handling customer requests and daily mailings, designed drop-box graphics, basic bookkeeping, established vendor relationships. Coordinated activities with Australia and UK offices.

2004 – 2007

Copy Writer • Wirestone LLC

Wrote and edited copy for clients of marketing services organization – computer storage and hardware, computer software, and telecommunications devices. Projects included success stories, solution briefs, data sheets, white papers, tag lines, presentations, and web/email copy.

2000 – 2002, 2004

Marketing Analyst • Digital Cameras, Scanners, Photo Printers • Hewlett-Packard (Volt Technical Services)

Collected and delivered detailed product specifications and messaging to key partners in World Wide Marketing and regional centers through content management system. Managed day-to-day efforts to ensure accuracy of all data. Managed the photographic/imaging content to enhance the positioning of products.

2003

Project Manager/Technical Writer • Learning Products • CoCreate (Volt Technical Services)

Co-lead project to update user documentation for CAD software release. Co-managed team of six technical writers. Wrote/reviewed/edited content, uploaded revised files for access by the CAD application. Wrote press releases and other marketing-related materials.

2002 – 2005

Instructor, Graduate Teaching Assistant • Department of Journalism and Technical Communications • Colorado State University

Taught JT464 (Technical Writing, pre-capstone) Fall semesters 2004, 2005, 2006. Taught JT300 (Professional & Technical Communication)-Summer 2004. GTA for JT300 for four semesters (2002-2004). GTA for JT316 (Cultural Diversity in the Media) Spring 2003. Named **GTA of the Year** for 2003-2004 school year.

2000

Consultant • VisiTech Public Relations

Worked with technology-related companies. Performed strategic planning – media and analyst relations, trade show/speaking relations, awards, online communications, press tour organization, web site review/recommendations.

1999 – 2000

Marketing Communications • Visible Productions

Created and implemented marketing plan. Research for lead generation. Wrote and designed quarterly newsletter. Provided customers and prospects with materials about the company and services. Developed and maintained customer lead database. Coordinated trade show activities.

1998 – 1999

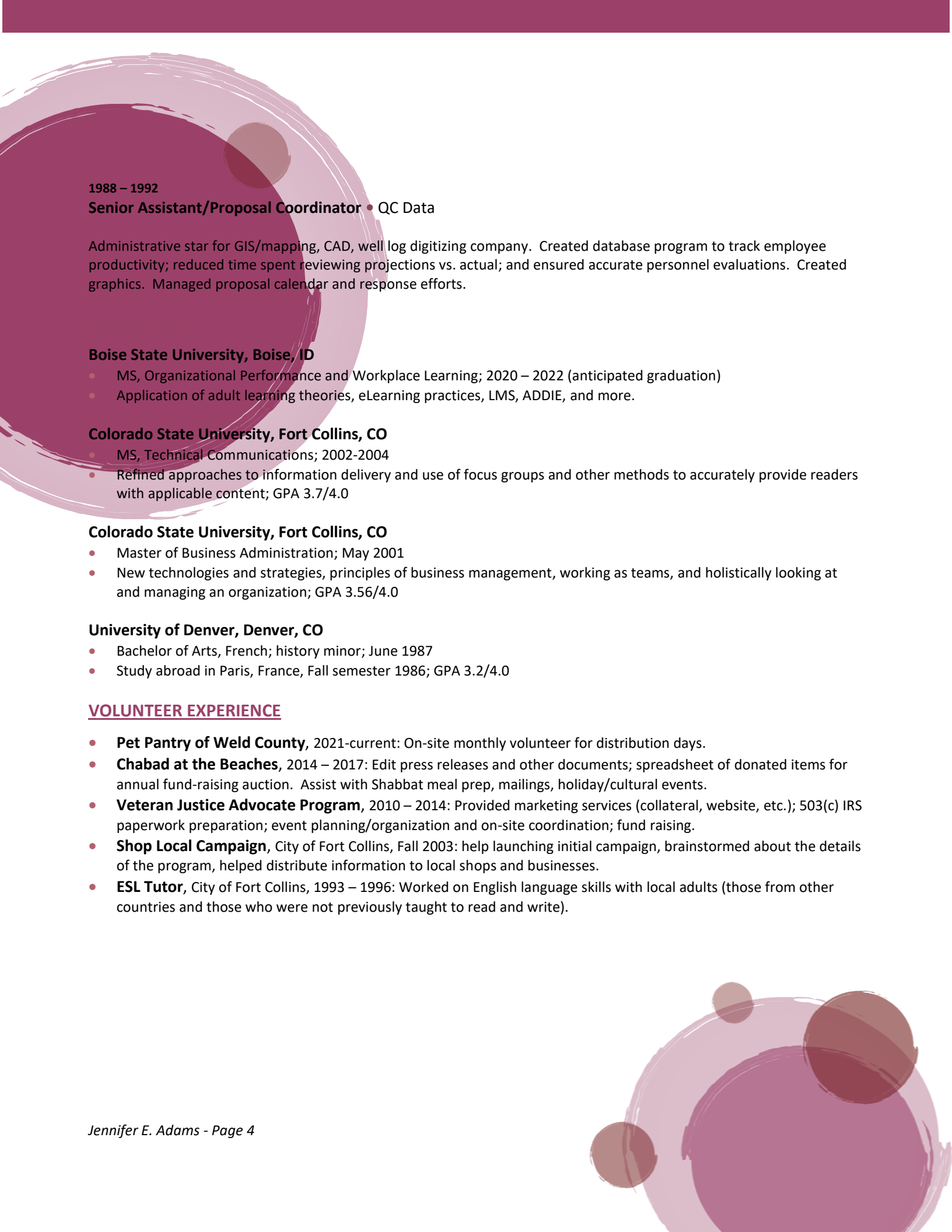
Marketing Communications Coordinator • Genomica

Created and implemented marketing plan. Created and distributed press releases. Managed relationships with marketing and PR agencies. Created marketing pieces. Implemented internal communications plan. Managed customer and lead database. Coordinated national and international workshops. Managed proposal calendar and response efforts.

1992 – 1998

Senior Marketing Communications Specialist • Genasys II, Inc.

Produced annual worldwide user conference (1994-1997). Organized company relaunch. Created, wrote, distributed international company newsletter. Liaised with marketing, design, and public relations firms. Created/maintained worldwide sales kit. Co-created, implemented, and managed Advance Technology Program for beta software testing. Managed proposal calendar and response efforts.



1988 – 1992

Senior Assistant/Proposal Coordinator • QC Data

Administrative star for GIS/mapping, CAD, well log digitizing company. Created database program to track employee productivity; reduced time spent reviewing projections vs. actual; and ensured accurate personnel evaluations. Created graphics. Managed proposal calendar and response efforts.

Boise State University, Boise, ID

- MS, Organizational Performance and Workplace Learning; 2020 – 2022 (anticipated graduation)
- Application of adult learning theories, eLearning practices, LMS, ADDIE, and more.

Colorado State University, Fort Collins, CO

- MS, Technical Communications; 2002-2004
- Refined approaches to information delivery and use of focus groups and other methods to accurately provide readers with applicable content; GPA 3.7/4.0

Colorado State University, Fort Collins, CO

- Master of Business Administration; May 2001
- New technologies and strategies, principles of business management, working as teams, and holistically looking at and managing an organization; GPA 3.56/4.0

University of Denver, Denver, CO

- Bachelor of Arts, French; history minor; June 1987
- Study abroad in Paris, France, Fall semester 1986; GPA 3.2/4.0

VOLUNTEER EXPERIENCE

- **Pet Pantry of Weld County**, 2021-current: On-site monthly volunteer for distribution days.
- **Chabad at the Beaches**, 2014 – 2017: Edit press releases and other documents; spreadsheet of donated items for annual fund-raising auction. Assist with Shabbat meal prep, mailings, holiday/cultural events.
- **Veteran Justice Advocate Program**, 2010 – 2014: Provided marketing services (collateral, website, etc.); 503(c) IRS paperwork preparation; event planning/organization and on-site coordination; fund raising.
- **Shop Local Campaign**, City of Fort Collins, Fall 2003: help launching initial campaign, brainstormed about the details of the program, helped distribute information to local shops and businesses.
- **ESL Tutor**, City of Fort Collins, 1993 – 1996: Worked on English language skills with local adults (those from other countries and those who were not previously taught to read and write).