

Jacqueline Berry

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PROFESSIONAL EXPERIENCE

OnCourse Learning, Vancouver WA *Course Content Developer*

December 2015 - October 2017

- Developed over 200 custom online eLearning courses geared toward the caregiving industry using Articulate Storyline, Premiere, and Audacity.
- Work with subject matter experts to create SCORM compliant digital training programs that meet regulatory, accreditation, licensing and continuing education needs at OnCourse Learning.
- Search for and adapt existing content, or create a new interactive content when none is available, using material provided by the subject matter expert.
- Developed learning modules from storyboards in compliance with SCORM standards.
- Collaborated with a team of designers to implement custom designed layouts, templates, and style guides.
- Researched weekly updated trends in the eLearning community. Met with designers to discuss implementation of new ideas and things learned from researching.
- Edited graphics and photos resizing and masking images using Adobe Photoshop.
- Created multimedia, narration, graphics, games, and interactive simulations.
- Synchronized eLearning content with audio files. Recorded and edited voiceover scripts for eLearning courses.
- Video production and post-production audio and video editing for custom "How to Videos"
- Provided consulting support to faculty and staff on the best tools to leverage when creating eLearning content.
- Helped to mentor and develop new employees using different databases and showing tips and tricks in Articulate and other programs.

Active Network, San Diego CA *Senior Membership Operations Coordinator*

April 2007 - April 2015

- Created Excel spreadsheets to record, track and analyze daily ACTIVE Advantage membership data from seven different websites.
- Analyzed membership calls, views, exclusions, exclusion %, trials and trial rates. Tracked and analyzed memberships paid trials, direct trials, add to cart trials, and membership renewals resulting in \$200k of monthly revenue that would have been lost due to membership display issues (May 2014).
- Communicated monthly with seventeen partners, such as 1-800-Flowers, to track membership purchases and schedule direct marketing campaigns.
- Performed market research to find new partners to add value to the Active Advantage program.
- Negotiated deals with partners, such as Enterprise Rent-A-Car, resulting in membership savings of up to 65% on gear and 25% on rental cars and travel. On a monthly average 3,000 members saved \$40,000 on gear and 40,000 members saved \$220,000 on activities.
- Tracked and analyzed GearUp program showing revenue and statistics using Google Analytics. GearUp provided members with discounts on selected merchandise and at participating stores.
- Ran monthly membership giveaway campaign by randomly selecting 35 members using a formula in an excel spreadsheet. Communicated with winners via email to establish proof of eligibility, and shipped prizes to eligible members.
- Performed color correction, resizing, and re-formatting of partner logos using Dreamweaver CS6 and Snagit. Edited the Active Advantage membership website to display edited partner logos.
- Added member testimonials and pictures, as well as monthly giveaway winners' testimonials and pictures, to the Active Advantage membership website.
- Built web pages for Active Advantage website showing free race entries as well as discounted race fees.
- Built marketing email templates for Active Advantage membership customers using Dreamweaver CS6.
- Added partner deals to the Advantage membership website along with links to their respective websites that tracked the traffic generated for each partner.
- Responded to 300 emails per week from customers, customer support team and sales representatives regarding membership and partner accounts with a successful completion rate of around 90%.
- Managed revenue share program for Active Advantage. Optimized new spread sheets to decrease the time required to audit the process. Worked directly with accounting and account managers on audits submitted for check requests. Saved the company \$100,000 in by finding a bug in the software.
- Researched customer membership disputes and created PowerPoint presentations for the legal team.
- Reduced the new hire training period from four to two weeks by consolidating, editing, and updating training materials with PowerPoint presentations. Trained four department new hires, both in office and remotely.
- Identified software bugs, tested fixes, and created workarounds for blocked processes. Documented software issues for the development team in Jira project management software.
- Provided regular updates to customers on open support issues to ensure projects were meeting customer expectations.
- Liaison support to a sales team of thirty people, ensuring all sales and service objectives were met.

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All State Cellular, San Diego CA *Deposits and Quality Control Manager*

September 2002 - November 2006

- Financial oversight of all received daily cash and credit drops from 40 stores.
- Documented daily deposits, compiling daily, monthly, and quarterly reports using Microsoft Excel.
- Worked closely with sales managers at all locations helping to answer any drop money related questions.
- Audited sales data to find discrepancies leading to increased profits.
- Managed a group of ten employees in the Quality Control department.
- Recruit, interview, hired, and trained new employees.
- Liaising with process teams to implement procedure improvements.
- Ensuring and overseeing all information was correct on client contracts.
- Worked with 40 sales managers to answer questions and correct errors on client contracts.
- Excelled at helping to communicate and resolve second level customer service issues.

COMPUTER SKILLS

Creative Design & Editing: *Adobe PhotoShop, Adobe Dreamweaver, Adobe Premiere Pro, Articulate Storyline, Snagit, Vimeo, WordPress*

Project Management & Communications: *Google Analytics, Jira, Automatic Data Processing (ADP), WebEx, Blue Hornet, PureSend, Oracle CRM, Trello, Basecamp*

General Office & Social Media: *Windows Platforms, Macintosh Platforms, Google Calendar, Google Drive, Microsoft Word, Microsoft Excel, Microsoft Access, Microsoft PowerPoint, Outlook Express, Pages, Quickbooks, Facebook, Yammer, Twitter, YouTube, Instagram*

VOLUNTEER EXPERIENCE

Just Catering

- Prepared and helped feed over 200 homeless patrons in San Diego.
- Directed project for the homeless working on budget, getting supplies, preparing materials, and training helpers.

San Diego Children's Center

- Instructed sewing classes for San Diego Children's center.
- Instructed design theories in sewing to 20 students.

Toastmasters International

- Became a charter member of Toastmasters International
- Conducted 10 speeches on various topics as well as lead a group project speech.

Pink Party Fashion Show

- Participated in the Pink Party fashion show raising \$15,000 for breast cancer
- Participated in the Pink Party fashion show raising \$10,000 for breast cancer

Crohn's and Colitis Foundation

- Produced fashion show raising \$2000 for Crohn's and Colitis Foundation. Overseen multiple tasks on contracts, venue, volunteers, guest speakers, talent, marketing, and creating fashion line.

EDUCATION

Collins College, Tempe AZ

Bachelor Of Arts

Major: *Visual Communication of Arts with a focus on Multimedia & Web design*

Minor: *Graphic Design*

GPA: *3.8*