

Patricia Gordon

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Summary

Seasoned business professional with extensive experience in instructional design, technical documentation, training, project management, and business communications looking for contract or full-time position.

Instructional Design Awards: National Brandon Hall Gold Medal Award for Custom Content, Full Course Category; American Society for Training and Development e-Learning Excellence Award, Computer Simulations Category

Professional Experience

Independent Consultant

Instructional Design/Technical Documentation/Project Management

10/1997- 12/2000, 12/2001-2/2004, 2/2006-Present

Clients:

AT&T – February 2007 –December 2022

- Designed and developed five-day onboarding program for \$1.6 billion global AT&T Shell Oil project. Due to high participant ratings, client expanded audience for this training program from initial new-hire to required training for all AT&T Shell Oil project employees (including executives) and non-payroll workers. **Project was used as a model for new AT&T Energy Vertical.**
- Designed and developed Web-based and instructor-led (virtual, and classroom) training for consumer and business sales representatives, customer service representatives, collection agents, help-desk personnel, managers, vendors, and other AT&T personnel (global and domestic). Content included product training, sales, onboarding, new-to-title, leadership, software applications, safety, wireless technology, various certifications programs, and others.
- Designed and developed final skills assessment program for Mobility Certification (**largest global training program in AT&T**). Identified performance criteria; developed scoring instrument; designed implementation and rollout procedures; designed and developed training for managers, evaluation panels, and administrative personnel. Worked with client leadership to customize all aspects of the program for multiple domestic and global business segments.
- Wrote scripts and produced sales training videos.
- Designed and developed training for Siebel-based sales software application (BASE). Training **won the American Society for Training and Development Atlanta e-Learning Excellence Award – Computer Simulations Category 2008.**

Home Depot / Macquarium

- Part of a four-person team that designed Web-based training for certification of employees in practical horticulture. Project won the national **2004 Brandon Hall Gold Medal Award for Custom Content, Full Course Category.**

BellSouth Corporation

- Developed training for land line installation, maintenance, and support. While researching existing business processes, discovered inconsistencies with government regulations and tariffs for which BellSouth was not billing for allowable services. Redesigned these processes and **created new revenue streams for BellSouth.**

City of Atlanta

- Created original documentation of processes and procedures for Accounting Services for the City of Atlanta. **Redesigned processes that were inefficient or did not comply with City Code.**
- Created user manual for custom Business License Information Systems software application.

Additional clients include: IBM, Cox Communications, Beazer Homes, American Software, Inc., Damgaard International, A.S. (Copenhagen, Denmark), BellSouth, Cingular Wireless, XcelNet, Inc., Gentiva Healthcare, and others.

DS Waters of America

3/2004 - 1/2006

Senior Manager, Training & Development (3/2004 - 4/2005)

Senior Manager, Training, Development, & Communications (4/2005 - 1/2006)

- Designed and developed company-wide training for soft-skill and technical initiatives.
- Created and executed implementation strategies for national and regional training programs.
- Managed all external and internal communications. Worked closely with CEO and Executive Leadership Team.

VistaScape Technology Corporation

1/2001 - 12/2001

Director, Operations Research

Please Note: Immediately following 9/11, the US Navy asked VistaScape to voluntarily cease all marketing and contract negotiations with foreign governments. Due to the resulting decrease in revenue, the company underwent massive layoffs including my position.

- In tandem with Chief Technology Officer, identified requirements and created the original schema for system architecture (hardware and software). Resulting electro optical surveillance system was sold to the US Navy and implemented as the cornerstone of Naval Homeland Defense efforts in the San Diego area (Naval Region Southwest).
- Managed export licensing and compliance. Responsibilities included acting as a liaison with upper-echelon members of the US Departments of State and Commerce. Led a staff in review of pertinent regulations for the sale of Significant Military Equipment to foreign governments and clientele.
- Developed internal United States Export Licensing and Compliance Program including corporate compliance policies, manuals, and training.
- Managed a diverse group of specialists who were responsible for instructional design, training, technical documentation, and multi-media support for fully-customized, wide-area surveillance systems.

Freelance Writer (1990- 1997)

Major Projects Include:

- Co-authored speech for **President George Bush** on the effect of Performance Technology on American competitiveness in the global market.
- Co-authored message for **President Jimmy Carter** to Dalian, China.
- Wrote all Employee Benefits communications for the City of Atlanta.
- "Legal Implications of Hiring and Selection Procedures," *Handbook of Human Resource Professionals*, Jossey-Bass, 1990.
- Writing consultant for legal briefs and complaints – Constitutional law, employment law, real estate and tortes.
- Magazine and newspaper advertisements, marketing brochures, and collateral marketing material.

Clients included: The City of Atlanta, Coverdell & Company, Cobb Hospital & Medical Center, Primus Consulting, Inc., Mainstreet Advertising, Latimer Advertising Agency, and others.

Education and Certifications

Master of Arts – Educational Psychology and Measurements, University of Nebraska, Lincoln

Bachelor of Science with High Distinction – Secondary Education, University of Nebraska, Lincoln

Instructional Design: Certified in Robert Mager's Criterion-Referenced Instruction methodology

Certified Instructor: Development Dimensions International (DDI) leadership training

Tools

Articulate Storyline 360, Rise 360, WordPress, Trivantis Lectora, Adobe InDesign, Connect, Acrobat, FrameMaker, Captivate, Squarespace Website Builder, Lighthouse, Microsoft Office