

# ROBYN A. DEFELICE

## PERSONAL INFORMATION

534 Catherine Street  
Bloomsburg, PA 17815

P: 610-462-5134  
E: robyn@dishingdesign.com

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## PROFESSIONAL BACKGROUND

### Project Management

Managed and coordinated successful projects for corporate, educational, non-profit, and Internet clients. Responsible in areas of communication between vendor and client, project timeline, risk management, staff oversight. Also created process documents for internal and external use. Proficient in assessing client needs and selecting vendors.

### Senior Level Instructional Design

Developed effective, quality training for on-site staff and client's employees in the non-profit, pharmaceutical, and healthcare sectors. Training methods included standup lecture courses, computer-based training (CBT) and Web-based training (WBT). Conducting needs assessments, formative and summative evaluations, writing guidelines and assisting in streamlining work processes were also performed.

### Trainer

Excellent ability to provide effective stand-up training; which has resulted in an improved efficiency by the end-user on how they manage and perform their job responsibilities.

## EDUCATION

**Indiana University of Pennsylvania**  
Doctoral Student  
Communications Media & Instructional  
Technology  
Current

**Bloomsburg University of Pennsylvania**  
Master of Science  
Instructional Technology  
2000

**Indiana University of Pennsylvania**  
Bachelor of Science  
Fashion Merchandising  
Minor: Communications Media  
1998

## CONSULTING/ EMPLOYMENT HISTORY (SELECTED)

**Sr. Instructional Designer**  
Weatherbee Media  
Collegeville, PA  
2009

**Sr. Instructional Designer/Project  
Manager**  
Kaplan EduNeering  
Princeton, NJ  
2007-2008

**Project Manager**  
PinPoint Strategies  
Bloomsburg, PA  
2008-2009

**Sr. Instructional Designer**  
Medtronic  
Mounds View, MN  
2007-2008

**Technical Writer/Sr. Instructional  
Designer**  
KMS Learning, LLC (TestTrack)  
West Chester, PA  
2008-2009

**Project Manager/Sr. Instructional  
Designer**  
Institute of Interactive Technologies  
Bloomsburg, PA  
2006-2008

**Sr. Instructional Designer/Project  
Manager**  
Infologix, Inc.  
Hatboro, PA  
2007-2009

**Project Manager/Instructional Designer**  
Wyeth Pharmaceuticals  
Collegeville, PA  
2004-2005

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## TECHNICAL/PROGRAMMING SKILLS/KNOWLEDGE (SELECTED)

- ❖ Microsoft Suite
- ❖ Camtasia
- ❖ Snag-It
- ❖ Audacity
- ❖ TestTrack LMS

- ❖ MS Project
- ❖ MS Visio
- ❖ Captivate
- ❖ Adobe PhotoShop Elements
- ❖ HTML

## PROFESSIONAL ASSOCIATIONS/ ACTIVITIES

- ❖ Co-author of DishingDesign blog
- ❖ Member of ASTD
- ❖ Member of eLearning Guild
- ❖ Member of Corporate Advisory Council for Department of Instructional Technology, Bloomsburg, PA

- ❖ Guest Presenter for Managing Multimedia Productions; graduate course for instructional design students at Bloomsburg University.
  - ❖ Alumni Ambassador for Department of Instructional Technology, Bloomsburg, PA.
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