

# ELIZABETH MARIE COLYEAR, M.A.

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## Summary

Elizabeth Colyear has worked nine years in consulting, performing in the areas of instructional design and change management communications for Enterprise sales application projects in high tech settings. Prior to consulting, Elizabeth obtained her Masters degree in English and taught composition courses at two and four year colleges.

## Objective

Work closely with development teams as an instructional designer, training specialist and communications expert.

## Experience

### **Crawford & Associates International**

*Learning and Change Consultant, Communications Specialist February 2004 – March 2006*

*Clients: HP, Cisco Systems*

*Duties:*

- ✓ Design and develop technical systems training
- ✓ Consult closely with IT specialists and Business Analysts around the globe
- ✓ Create a complex change management communications plan
- ✓ Perform audience analysis
- ✓ Design corporate communications with a sensitivity to audience perspective
- ✓ Develop and deliver corporate communications regarding process and system changes
  - ⇒ Design, development and delivery of presentations for a global business audience
  - ⇒ Required cultural sensitivity
  - ⇒ Facilitate bi-weekly telecom meetings for sixteen European countries
  - ⇒ Creation and maintenance of communications web site
- ✓ Meet with administrator, sales personnel and directors to disseminate communications

### **Elizabeth Colyear Consulting**

*Marketing and Technical Writer / Instructional Designer, August 2002 – February 2004*

*Clients: HP, Sun Microsystems, Iteration, Phoenix Technologies*

*Duties:*

- ✓ Design, develop and deliver marketing presentations and technical training for Phoenix Technologies core system software
- ✓ Create end user training materials for HP Services
  - ⇒ Develop instructional outline
  - ⇒ Gather system and process information from subject matter experts
  - ⇒ Create slide presentations and paper based training materials
  - ⇒ Deliver materials on an extremely tight timeline
  - ⇒ Demonstrate excellent consulting skills under pressure
- ✓ Create end user training materials for a start-up software company
- ✓ Create technical marketing briefs for Sun ONE Server products and partners
  - ⇒ Collaborate with product managers and engineers to develop accurate marketing briefs for Sun ONE Partner relationships (Siebel and Attachmate)

## **Deloitte Consulting**

*Consultant, Educational Services and Change Leadership: June 1999 – August 2002*

*Clients: Palm, Comergent, 3Com, Nortel, Gateway, CA Department of Water Resources, Agilent*

### *Instructional Design Duties:*

- ✓ Design, develop and deliver training for Siebel CRM, SAP (SD) and other proprietary systems
- ✓ Develop interactive online learning management system content
- ✓ Design and write online help for a B2B e-commerce system
- ✓ Collaborate with software engineers, developers and product management teams to create documentation
- ✓ Deliver train the trainer and other custom training courses
- ✓ Worked closely with applications managers, engineers, developers, QA specialists and technical writers to produce training materials
- ✓ Work closely with business process owners to document new business processes
- ✓ Manage timelines for multiple projects
- ✓ Coordinate global meetings, facilitate status meetings, document meeting action items
- ✓ ASAP certified

### *Change Leadership Duties:*

- ✓ Collaborate with executives, project leads and business analysts to determine messaging for stakeholders during technical projects at Gateway, 3Com and California Department of Water Resources
- ✓ Develop audience analysis through interviews and surveys
  - ⇒ Create stakeholder analysis
  - ⇒ Create process and job surveys
  - ⇒ Create impact analysis
  - ⇒ Create gap analysis
- ✓ Assess existing institutional communication routes
  - ⇒ Create vehicle analysis
- ✓ Assist in translating audience analysis to strong, multi-channeled change communications and training plans
- ✓ Manage and deliver communications to change communication plan
- ✓ Assist executives in developing and communicating incentives
- ✓ Develop and deliver internal and channel partner communications using a variety of methods, such as:
  - ⇒ Weekly newsletters, paper based and online
  - ⇒ Online internal support Web sites for technical project teams and stakeholders
  - ⇒ Executive presentations
  - ⇒ Marketing materials for channel partners
  - ⇒ Audience specific training plans
  - ⇒ Instructional design, development and delivery

## **DA Consulting Group**

*Senior Consultant: October 1997 – May 1999*

*Client: Hewlett Packard SIDO*

### *Duties:*

- ✓ Develop courseware for HP SAP system and new business processes
- ✓ Develop online help for SAP system
- ✓ Translate Word documents to HTML
- ✓ Deliver training
- ✓ Track status and meet deadlines
- ✓ Oversee completion of team's work
- ✓ Deliver Train the Trainer course

**Lake Superior Junior College**

*English Professor, Web Developer* February 1996 – October 1997

*Duties:*

- ✓ Instruct Developmental English
- ✓ Design and instruct English Composition
- ✓ Design and develop online courses for Lake Superior Jr. College Distance Learning Program
- ✓ Conduct needs assessment for online course delivery
- ✓ Teach word processing lab

**University of Minnesota, Duluth Composition Department**

*Teaching Assistant/Staff:* September 1993 - February 1996

*Nominated:* Outstanding Faculty of the Year 1994

*Duties:*

- ✓ Instruct Composition 1120 (argumentative and research writing)
- ✓ Teach word processing labs (Corel WordPerfect)
- ✓ Develop and deliver lectures
- ✓ Hold office hours

**ClassNET Internet Provider**

*Web Page Developer:* December 1995- 1996

*Duties:*

- ✓ Design and create web pages for ClassNET Internet service

**College of St. Scholastica, Audio Visual Department**

*Student Worker:* September 1989 - May 1992

*Duties:*

- ✓ Deliver equipment
- ✓ Answer phones
- ✓ Record appointments
- ✓ Trouble shoot and light maintenance of equipment
- ✓ Teach instructors use of equipment
- ✓ Video recording special events

**Education**

**University of Minnesota, Duluth, MN**

***Master of Arts***

English Literature

GPA 3.83 out of 4.0

**College of St. Scholastica, Duluth MN**

***Bachelor of Arts***

English Literature

Summa Cum Laude GPA 3.81 out of 4.0

Departmental Honors: Language and Literature

**Related Skills**

- ✓ Excellent skills using Microsoft PowerPoint, Word
- ✓ Moderately excellent skills using Microsoft Excel and Project
- ✓ Skilled at HTML (Dreamweaver)
- ✓ Skilled at graphics creation and manipulation Graphics (Fireworks)
- ✓ Skilled at Web animation (Flash)
- ✓ Experience with online interactive learning systems and design concepts

- ✓ Skilled at working with multiple teams and coordinating training
- ✓ Excellent technical and research writing skills
- ✓ Change management communications development
- ✓ Fictional and poetry writing