

HEIDI TROTTA

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SUMMARY: Creative Digital Technology Professional with strong Educational, Web and Graphic Design, IT and Instructional Media background seeks a challenging position as an Instructional Designer in higher education and Distance Learning. Solid 15 years experience project managing the installation, development, marketing and training of numerous technologies and media for student and staff education. A strong promoter of technology who knows how to overcome resistance and work well across organizations to create design strategies to integrate technology. A fast learner with excellent customer service skills. Works well in fast paced, innovative environments.

TECHNICAL COMPETENCIES: Proficiency in Blackboard, Dreamweaver, Front Page, HTML, Server-Side Includes, FTP, File Management, Photoshop, Image Ready, Fireworks, Cascading Style Sheets, Acrobat and MS Office.

Special interest in Online Learning, Instructional Media and Technology, Pedagogy, Student Centered Learning Environments, E-portfolios, Web Usability, Web Navigation, Content Management, Typograpy, Color Correction and Management and Graphic Design.

Solid working knowledge of Flash, SoundForge, Adobe Premiere, Illustrator, Javascript, CGI/Perl, XML and DHTML, Server Technology.

Accomplished on MAC and PC platforms.

PROFESSIONAL EXPERIENCE: COUNTY COLLEGE OF MORRIS, Randolph, NJ (Fall 2002 - Present)

Distance Education Coordinator, Learning Resources and Technology

Oversees the process, set-up and administration of Distance Education (Online, Telnet/Telecourse, ITV, New Jersey Virtual Community College courses) and Student Technology support services. Works with faculty, administrators and others on course development and information services related to Distance Education and technology support. Coordinates Student Technology assistance, testing and development and maintenance of the Distance Learning lab for students and faculty. Operates the Distance Learning Helpdesk. Represents the College on various Distance Learning Task Forces and Committees.

- Developed web site for Distance Education and Student Technology for the CCM community providing course information, student and faculty tools, features, and tutorials: <http://www.ccm/vclassrooms>
- Developed publications and brochures to promote Distance Education (Online and Telnet/Telecourse). Designed and conducts online and in-person Orientation training, developed E-Learning Guide for CCM students.
- Streamlined administrative procedures to provide better services for students and faculty.

ATLANTIC HEALTH SYSTEM, Florham Park, NJ (1978 – Fall 2002)

Graphic Coordinator – Marketing & Public Relations, Information Technology (2000 – 2002)

Conceived, designed and project managed creative solutions to communicate online content and educate staff and public via Internet technologies. Design included new home page, navigation and customized sections for Internet and Intranet sites to meet department's needs. Ensured consistency in style, tone and quality of this conservation organization's image: <http://www.atlantichealth.org>.

- Adept at working across all levels of the organization to make technology work better, in promoting the use of technology, in providing excellent customer service in pressureful environments, and training staff to maximize technology.
- Improved marketing of the hospital by daily updating and upgrading of it's website with new features every week, increasing website traffic by 30%.
- Received a Customer Service Award for creating the first northern NJ hospital Internet site, providing the public with critical telephone numbers and information, volunteer opportunities, and grief management strategies during the 9/11 crisis.
- Championed the resurrection of the organization's dormant Intranet, promoting it's concept and design and leveraging the technology to educate staff and make their jobs easier.

Systems Analyst & Trainer, Information Technology (1984 – 2000)

Managed the installation, training and continued support for 10 information systems to meet client and Information Technology needs. Conducted needs analyses, researched and recommended software, coordinated the entire installation, designed and delivered application training. Learned each system in order to train staff.

- Based on customer service talents and knowledge of the software, was the only Analyst chosen to install new software releases and train staff nationally for HBOC/McKesson.
- Overcame the laboratory staff's great reluctance to install it's first technology, building their computer skills and confidence, and providing support until they adopted the new technology, which greatly improved their productivity.
- Established the first Access database to coordinate the arrival of \$250K in new equipment, assuring that all hardware and software purchases were installed and accounted for.

Program Director, School of Medical Technology (1978 – 1984)

Administered the organization, periodic review, continued development and general effectiveness of the program curriculum and operating policies for third and fourth year college students. Taught students technological subjects as well as professionalism, customer service and business ethics to help them thrive in the workplace. Coordinated scheduling, resolved problems, and assured student, faculty and administration satisfaction.

- Trained staff how to teach students and manage learning challenges.
- Enhanced the school's measurable performance standards with an objectives based curriculum.
- Students awarded Second Place in Regional Student Bowl, attesting to the high level of student achievement.

AWARDS: **ACE Award, Atlantic Health Systems** for commitment to service, quality and sense of ownership, 2001

EDUCATION & PROFESSIONAL DEVELOPMENT: **EdM**, Instructional Technology and Media, Columbia University, New York, NY, currently attending

MA, Adult-Professional Education, Instructional Media, Seton Hall University, So. Orange, NJ

BS, Zoology, Ohio University, Athens, OH

Certificate Program, Web Publishing 1 & 11, Web Design, Content Management, Web Graphics Internet Studies, Rutgers University, New Brunswick, NJ, 1999 – 2001

Internship, Instructional Technology Department, Seton Hall University, So. Orange, NJ

Principles and Practices of On-line Course Creation, Seton Hall University, So. Orange, NJ