

eLearning Developer, Writer, Project Manager, Creative Director, Instructional Designer, Subject Matter Expert (Technical and Marketing)

Jack has extensive experience as a writer, editor, and project manager in public relations, advertising, marketing, and training. He has concentrated on training the past 17 years, creating hundreds of print and web based training modules, mostly for Volkswagen and Audi of America.

Key Experience	Technology	Performance Solutions
<p>KEY POSITIONS HELD</p> <ul style="list-style-type: none">• Course developer, writer, and project manager contracted by VW and Audi almost exclusively for 14 years to develop technical, aftersales, and sales training for dealership personnel (<i>for several years, created 30%-40% of all VW and Audi North American market print and instructor-led courses</i>)• Recently wrote eLearning for Underwriters Laboratories (UL), Chicago, IL (<i>evaluation and testing service</i>); eLearning for Henry Ford Health System (<i>#123forEquity</i>); and Instructor-Led seasonal new hire orientation training for Pinnacle Foods (<i>Vlasic Pickles division</i>)• Previous automotive experience includes: Vice President, Corporate Communications, <i>Cars & Concepts</i>; Public Relations and Marketing Manager, <i>Chevrolet Motorsports</i>; Motorsports Special Projects Manager, <i>Ford Motor Company</i>; Marketing Manager, <i>Roush Fenway (Ford) Racing</i>; Public Relations Special Projects Manager, <i>Buick Motor Division</i>	<ul style="list-style-type: none">• An extensive automotive career writing about and working with all things technical and marketing, has given Jack remarkable expertise in concept, engineering, production, transportation, sales, and aftersales areas that are applicable to almost every industry• Jack is a quick learn in any field, including healthcare, where he has also been chief caregiver for his family• Jack is particularly adept at writing about how things work or should work, how to take things apart and put them back together correctly, and is expert at evaluating and articulating correct step-by-step processes	<ul style="list-style-type: none">• A unique blend of public relations, advertising, marketing, promotions, creative, and writing experience enables Jack to view a subject, industry, product, or process from every angle to attain perfect solutions and clarity• Extensive project management and creative director background• Excellent instructional designer, strategist, and writer• Great internet researcher of supplemental data and benchmark comparison information• Exceptional editing and error free proofreading skills• Consistently motivated, passionate, and curious
<p>EDUCATION</p> <ul style="list-style-type: none">• B.S., English Literature, Eastern Michigan University• M.A. coursework, Journalism, Michigan State University	<p>CORE STRENGTHS</p> <ul style="list-style-type: none">• A proven interpreter and communicator of ideas, concepts, product knowledge, and processes that ensure successful delivery of a client's voice and goals• Dependable, professional, and knowledgeable	