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| Macintosh HD:Users:JFer:Desktop:jf.jpg  JaredFerreira.com  Phone: 862-266-0972  Email: jfer33fcb@gmail.com |  | |  | | --- | | JARED M. FERREIRA, MSIT INSTRUCTIONAL TECHNOLOGIES LEADER | | I'm a designer at heart, marketing & training professional by trade, and motivator by choice. My professional journey stems from a diverse, technically driven education combined with entrepreneurship, creativity, and most importantly — trust. My growing passions & energy in the workplace have helped me cultivate a very efficient and effective way of operating — something that corporations of all sizes will ﬁnd immediate value in. |  |  | | --- | | EMPLOYMENT | | MANAGER OF INSTRUCTIONAL & INTERACTIVE TECHNOLOGIES  VATTEROTT, INC. ▪ 2014 – Present  Delegate Course Development & Curriculum Design Team • Lead Compliance Training • Deliver on-ground Instructor Training for New Tech Adoption w/ Adult Learning Theories • Webinar Hosting • LMS Support (Canvas) • Web Development • Multimedia UI/UX Design • Interactive Digital Kiosk Design • Marketing Content Strategy Development  SR. INSTRUCTIONAL DESIGNER & eLEARNING DEVELOPER  STRAYER INC. ▪ 2011-2014  Award-Winning Blackboard LMS Course Development for Business Courses • Deployment to 220k Students • SME Management for Business & Finance Courses • Designed Google Glass Learning Initiative & Amazon Audible Lecture Experience  BUSINESS TECHNOLOGY CONSULTANT  JOHNS HOPKINS MEDICINE ▪ 2009 –2016  New Business Development Director • Learning & Engagement Strategies for Nationwide Audience • Develop Fundraising Solutions through Gamification • Design Mobile eCommerce Channels • Brand Identity Design • UI/UX Designer for Interactive Tablet App • Maintain Digital Channels • Attend Conferences for Networking & Channeling  LEARNING TECHNOLOGIES CONSULTANT  UNIVERSITY OF PENNSYLVANIA/PENN MEDICINE ▪ 2009 - 2016  Project Manager for Organizational eLearning Projects • Led Planning, Design and Development of 65-page Instructional Design Procedures Guide for Learning & Development Dept. • Design/Develop HIPAA & HITECH Courses for 30k employees, faculty, & staff • Dev & PM of Whiteboard Video Series for IT Security Awareness  Assistant Athletic Director  BLOOMSBURG UNIVERSITY ▪ 2009 - 2011  NCAA Division I & Division II • Directed National Championships • Sporting Event Management • Referee Scheduling/Contracts/Payments • Budgets • Conduct Weekly Coaches Meetings • Assist in New Field House Planning |  |  | | --- | | EDUCATION | | MASTER’S - INSTRUCTIONAL & INTERACTIVE TECHNOLOGIES  BLOOMSBURG UNIVERSITY ▪ 2011  GPA: 3.87 • Instructional Design • LMS Delivery • eLearning • Proposal & Grant Writing • Gamiﬁcation • Multimedia • HTML/CSS/ • CAC Committee  BACHELOR’S - MARKETING  BLOOMSBURG UNIVERSITY ▪ 2009  Top 100 Business School • American Marketing Association Member | |
| |  | | --- | | SKILLS | | eLearning & Instructional Design  Project Management  Web Design & Development  UI/UX Design, Graphic Design  Multimedia Development  SEO/SEM/SMM  Adaptability/Collaboration  Strategy Dev, Public Speaking  Budgeting & Market Analysis |  |  | | --- | | SOFTWARE | | Articulate Suite  Adobe Captivate/Photoshop Adobe Dreamweaver/Audition  Camtasia/VideoScribe  Wordpress/Canvas/Blackboard  WACOM/Audacity, GoAnimate  iOS, OSX Microsoft Office & More |  |  | | --- | | AWARDS/RECOGNITION | | * TechEd Awards Best Design - Level 1 Winner - eLearning (U.S. Navy) * Strayer Innovative Curriculum Development * MasterCard/Simplify Commerce Commercial * D.C. United/RedBull NY Honorary Captain | |