

Laura Johnston
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Summary

I am a technical writer/instructional designer with eight years of professional documentation and design experience including software documentation in all phases of development and design, hardware, process and training documentation. Information was completed for both technical and non-technical audiences using a variety of authoring tools such as Word and Oracle Tutor. Areas of specialization include Siebel, Oracle, LMS and knowledge management.

Experience

Ascent Writing Company (May 2005-Present) **Owner/Writer/Editor**

- Launched a start-up company to provide contract and freelance technical writing and editing services. www.ascentwriting.com

EchoStar Satellite L.L.C (November 1999-Present) **Instructional Designer/Team Lead**

Siebel CRM

- Led the Learning Technologies eLearning team in developing application simulation training for the Siebel CRM project geared to train 10,000 CSR's across 11 call centers.
- Played integral role in decision making regarding training design and deployment.
- Provided leadership and support to contract workers including assignment delegation, completion tracking and subject matter expert contact information.
- Developed assessments and posted to the learning management system.
- Trained contract workers on process and use of the learning management system.

Additional Training Development

- Developed Siebel, Oracle and other internal application training materials including user procedures, eLearning, instructor-led documentation, application simulation and online help.
- Developed, customized and edited 50+ Oracle 10.3 training manuals using Oracle Tutor.
- Collaborated with internal clients and technical resources to develop and document project definition, functional requirements and use cases.
- Created scripting for satellite broadcast training.
- Obtained knowledge of best practices in adult learning and e-learning development/deployment.
- Created courseware outside primary area of expertise through effective collaboration with subject matter experts.

Business Analyst/IT Technical Writer

- Implemented and administered Learning Management System (Oracle iLearning).
- Assisted web team with site content and organization.
- Developed and documented EchoStar Information Technologies processes and procedures using the Rational Unified Process as a guideline.

AOL Digital City (www.digitalcity.com) (April 2003-October 2003)
Freelance Writer/Photographer

- Worked under tight deadlines to write 85 Denver-area editorial restaurant reviews for www.digitalcity.com.
- Researched information via Internet, site visits and interviews.
- Captured interior and exterior photos of venues.

National Stroke Association (October 1998-March 1999)
Public Relations/Communications

- Developed and edited media communication including news releases and a monthly national newsletter.
- Researched and compiled stroke-related fact sheets to create public awareness of stroke-symptoms, stroke preventative measures and rehabilitation information.

Education

University of Phoenix
MBA-Technology Management

Studies focused on current strategies, special management tactics, and organizational processes. The program elaborated on specific concepts, methodologies, and tools to assist in managing complex technology projects and programs.

Metropolitan State College of Denver
BA Journalism/Public Relations

- Public Relations Organization of Students:
 - Worked PR with Ascent Entertainment on the Pepsi Center opening.
 - Developed media relations information for a Denver charter school (PS-1).

Certificate-Technical Writing and Editing

A stand alone program designed to sharpen skills in technical writing and editing.

Application Knowledge

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|---------------------------|------------------------|--|
| ▪ MS Office/Visio/Project | ▪ Siebel | ▪ Oracle 10.3 |
| ▪ Macromedia Captivate | ▪ FrontPage | ▪ CSG |
| ▪ RoboHelp | ▪ DazzlerMax | ▪ Interactive Voice Response (IVR) |
| ▪ PageMaker | ▪ SharePoint | ▪ Agile (Documentation Control) Knowledge Management |
| | ▪ HTML Oracle Tutor | |
| | ▪ Oracle iLearning LMS | |

Personal Highlights

- Self-starter requiring little supervision
- Ability to work independently
- Ability to plan and manage multi-tasked workload
- Desire and ability to learn new applications and concepts
- Able to perform research efficiently
- Resourcefulness in picking up key knowledge components
- Immersion in new technology through research and use