

Paula Reeves-Carrasquillo, M.A.

paulareneereeves@me.com

www.paulareneereeves.com

240.381-5958

Technical Writer/Editor
Webmaster
Information Architect
Web 2.0 Specialist
Curriculum Developer
Adult Educator/Trainer

EDUCATION

M.A., Communication and Adult Education, Graduate Honors, Regis University, 2007

B.S., English, *cum laude*, Frostburg State University, 2000

CERTIFICATES, CERTIFICATIONS AND TRAINING

Graduate Certificate, Adult Training and Development, Regis University, 2007

Graduate Certificate, Functional and Effective Writing, Regis University, 2007

Studying for AIIM Enterprise 2.0 (E2.0) Practitioner and Specialist Certificate Exams, IAI, 2009

PROFESSIONAL ORGANIZATION AFFILIATIONS

The Information Architect Institute- Member since 2009

EXPERIENCE OVERVIEW

Combination of 8 years experience as a technical writer/editor for the Web and traditional publications. Possesses strong written communication skills with the ability to share information effectively to a wide variety of audiences. Writes and produces reports, articles, technical documentation, presentations, newsletters, and curricula. Familiar with the Government Printing Office (GPO) Style Manual, Chicago Manual of Style, Associated Press (AP) Style Guide, American Psychology Association (APA) Style Guide, and Modern Language Association (MLA) Style Manual.

More than 5 years of experience with and a rapidly growing knowledge of Web 2.0 technology and its impact on current and future eOutreach and eMarketing strategies. Web 2.0 and Social Media Products and Services: Blogger, FaceBook, Flickr, LinkedIn, MySpace, Plaxo, Twitter Typepad, WordPress, and Youtube.

Platforms and Content Management Systems: Ecktron CMS 400.Net, DotNetNuke (open-source like Drupal platform), Adobe DreamWeaver, Apple iWeb, MS SharePoint, and Oracles Site Studio.

More than 6 years of experience as a mentor, adult educator, trainer, and curriculum developer. Experience using curriculum building/eLearning software applications such as Blackboard, WebCT, and SharePoint.

Other General Skills and Software Application: HTML for formatting and editing content, MS Office, Visio, Adobe Dreamweaver, Photoshop, and Illustrator.

COMMUNITY INVOLVEMENT

Volunteer Tutor Coordinator, Montgomery County Literacy Council, Rockville, Maryland, April 2008–Present.

Volunteer Event Coordinator and Office Manager, The Children's Museum of Denver, Denver, Colorado, June 2004–September 2006.

EMPLOYMENT HISTORY

CIBER, Inc. - <i>McLean, Virginia</i>	Web Editor, Technical Writer, Information Architect	July 2009–present
Z-Tech, an ICF International Company- <i>Rockville, Maryland</i>	Technical Writer/Editor, Webmaster, Community Manager, Curriculum Designer, Information Architect	2006–July 2009
Community Educational Outreach (CEO), Intervention Community Corrections Services (ICCS), - <i>Denver, Colorado</i>	Program Director and Education Specialist	2004–2006
Health Grades, Inc. - <i>Golden, Colorado</i>	Customer Relations and Web Content Specialist	2003–2004
Northrop Grumman Information Technology (NGIT), Government Solutions, Health Solutions Group- <i>Frostburg, Maryland</i>	Team Lead	2001–2003

CAREER AND PROJECT EXPERIENCE

CIBER, Inc.—McLean, Virginia

Web Editor and Content Specialist, Montgomery College of Maryland, July 2009 to present.

- Acts as the liaison among the Web team, the Office of Institutional Advancement (IA), and all college institutes and departments to assist with the smooth transition of content from the “Old” site to the “New” site.
- Assists with the quality assurance review of the newly developed EDU Web site.
- Creates wire frames for the training department and content owners to illustrate recommendations and insight into the desired architecture and organization of Web content.
- Acts as moderator/community manager of the Redesign Discussion Boards for faculty and staff.
- Writes, revises, enters, approves and formats content stored in Ektron CMS400.Net content management system (CMS) on a deadline-driven basis.
- Assigns URL IDs for combination content pages and templates as requested.
- Creates, organizes, and assigns a site taxonomy to all content entered into the CMS.
- Establishes metadata default categories based on the taxonomy for improved SEO.

Z-Tech, an ICF International Company—Rockville, Maryland

Web Content Manager and Developer, National Institutes of Health (NIH), Office of the Director, April 2009 to July 2009.

- Manages, maintains, edits, and develops content for the NIH Health Information page for consumers: <http://health.nih.gov>.
- Mines the NIH Web site for new research, online tools for consumers, and healthy living announcements in order to create new leads featured on the landing page of <http://health.nih.gov>.
- Creates informational and instructional lead text to drive users deeper into NIH’s Health Information pages and across pages for Centers and Institutes (IC).
- Works directly with the graphic design team to collaborate and find appropriate images that marry content, design and composition for each new lead.
- Appropriately indexes each lead to corresponding ICs; maintains the integrity of the ever-evolving database by updating, correcting and/or enhancing leads as new findings and research studies become available.
- Schedules a trio of leads and corresponding images to be refreshed and displayed at the beginning of each week on the landing page of <http://health.nih.gov> .
- Drafts, tests, and sends the weekly eNewsletter to NIH eNewsletter ListServ subscribers announcing the newly featured leads.

Z-Tech, an ICF International Company—Rockville, Maryland

Usability, Quality Assurance, and Information Architect Specialist, U.S. Health and Human Services (HHS), U.S. Food and Drug Administration (FDA), April 2009 to July 2009.

- Assists with the quality assurance review of the newly developed FDA Web site.
- Works directly with the Information Architect (IA) team and provides feedback and recommendations for changes and enhancements.
- Assists with classroom training and help desk support for the FDA center representatives responsible for learning the Content Management System, Site Studio, an Oracle application and Web platform tool.

Z-Tech, an ICF International Company—Rockville, Maryland

Instructional Designer, Community Manager, & Webmaster, HHS, Office of Disease Prevention and Health Promotion (ODPHP), February 2008 to July 2009.

Z-Tech supports HHS and ODPHP in the development of an online community workspace/social-networking tool. The workspace incorporates Web 2.0 tools (i.e., blogs, discussion boards, document repositories, wikis) and other social networking concepts. The target audience for the workspace is other health affiliated government agencies, state health intermediaries, and community-based organizations interested in applying the Healthy People 2010 framework and building relationships.

- Develops and writes curriculum for Web-based instructional elearning using Plain Language guidelines for government agencies.
- Develops and writes technical manuals (i.e., user guides and facilitation guides) using Plain Language guidelines for government agencies.
- Develops workflow architecture and executes wire frames for the development of (1) curriculum, (2) online workspace modules, and (3) eHealth tools.
- Fields requests from client and researches solutions based on Web 2.0 “Best Practices.”
- Provides online workspace training to client and client partners.
- Reviews developed workspaces and Web 2.0 modules (i.e., blogs, discussion boards, repositories, wikis, widgets) for editorial accuracy.
- Responds to helpdesk requests and assists the client Community Facilitator daily.
- Provides assistance to the usability testing specialist through workspace knowledge sharing, note taking, and report creation.
- Works with developer on format of metrics exported from DotNetNuke.
- Develops tracking tools for metrics using templates in SharePoint and MS FrontPage.

Z-Tech, an ICF International Company—Rockville, Maryland

Technical Trainer, Substance Abuse and Mental Health Services Administration (SAMHSA), Center for Substance Abuse Treatment (CSAT), 2008.

- Provided web-based and remote training for Digital Access to Medication (D-ATM) application, a CSAT Opioid Tracking System designed and developed by ICF.
- Scheduled training sessions with pilot participants learning and installing D-ATM.
- Recommended enhancements the training module and began initial curriculum redevelopment and redesign.

Z-Tech, an ICF International Company—Rockville, Maryland

Technical Writer/Editor, Centers for Disease Control (CDC); U.S. Food and Drug Administration (FDA); NIH, Office of Office of Equal Opportunity and Diversity Management (OEODM); National Institute on Drug Abuse (NIDA), National Institute on Alcohol Abuse and Alcoholism (NIAAA), 2007 to July 2009

- Assists senior analyst with CDC summary reports and FDA regulatory reports.
- Compiles data and creates graphs and charts for final analysis reports across projects.
- Provides client event support as note taker and meeting-minutes writer and editor.
- Adheres to guidelines for the Plain Language Initiative and Government Printing Office (GPO) style guide.

- Edits and formats client documents (e.g., NIAAA meeting minutes, press releases, Web downloads, FDA guidance documents, CDC site visit summary reports) on a deadline-driven basis.
- Writes and rewrites document and Web content when necessary using internal CMS and Dreamweaver.

Z-Tech, an ICF International Company—Rockville, Maryland

Web Content Specialist, CDC, FDA, NIDA, NIAAA, 2007 to July 2009.

- Writes, edits, formats and updates text for Web-based copy using in-house content management systems (CMS) and Dreamweaver on an on-going and deadline-driven basis.
- Designs, customizes, and formats Web pages using Dreamweaver.

Z-Tech, an ICF International Company—Rockville, Maryland

Technical Writer/Editor, U.S. Department of Education, Federal Student Aid, Common Services for Borrowers (CSB), 2006 to 2007.

- System Administrator for Microsoft SharePoint Team site and CSB Project Repository/Document Library.
- Adheres to guidelines for the Plain Language Initiative.
- Edits and formats client documents on a deadline-driven basis.
- Writes and rewrites content when necessary.
- Provides feedback and recommendations clearly and diplomatically to client authors.
- Interviews subject matter experts for relevant technical input.
- Tracks project successes, progress, and needs daily using Microsoft Project.
- Collaborates and shares ideas with fellow project members and other project teams.

Community Educational Outreach (CEO), Intervention Community Corrections Services (ICCS)—Denver, Colorado

Program Director and Education Specialist, October 2004– September 2006.

ICCS is a halfway house located in the Denver suburb of Lakewood, Colorado. More than 150 adult felons transitioning back into the workforce are housed in the facility. Each resident is required to attend onsite CEO educational programs.

- Created, wrote, and edited bi-annual newsletter for educational non-profit.
- Wrote, designed, and improved curriculum for employment and literacy programs.
- Taught Adult Basic Education (ABE), General Education Development (GED), and English as Second Language (ESL) students.
- Wrote and submitted grant proposals for education non-profit.
- Developed curriculum and instructional design plans for adult education programs and initiatives using Caffarella's Interactive Model of Program Planning and Piskurich's Active ID Model.
- Wrote and edited new and existing organizational manuals for instructors and volunteers.
- Provided literacy instruction to adult students living in a halfway house.
- Measured progress and readiness by administering official GED practice tests.
- Managed a database of student progress for Colorado Department of Education's reporting and accountability purposes.

Health Grades, Inc.—Denver, Colorado

Customer Relations and Web Content Specialist, April 2003– April 2004.

- Wrote and categorized all scripts and customer service (CS) issue trends.
- Supported the Web Content Editor with respect to grammar, word usage, and syntax.
- Updated Web content for healthcare information Web sites and general Web blogs using plain text and basic HTML codes.
- Logged and replied to all incoming email, phone, and fax customer correspondences.
- Maintained e-commerce content for increased sales and decreased CS issues.

- Prepared daily, weekly, and monthly comparisons of CS issues for management.
- Managed and maintained multiple databases for management assessments.

Northrop Grumman Information Technology (NGIT) Government Solutions, Health Solutions Group—Frostburg, Maryland

Team Lead, U.S. Department of Defense, Military Health Systems (MHS), TriCare, February 2001–January 2003.

- Managed a team of 20 plus agents in a contact center environment.
- Supervised and scheduled customer service representatives (CSRs).
- Managed, mentored, and monitored contact center agents using Oracle CRM, GWI c.Support, GMT Jupiter, and Witness eQuality Monitoring System.
- Handled escalated inbound calls received from active duty military and retirees interested in understanding their TriCare health benefits packages.
- Trained CSRs to become subject matter experts.
- Provided “World Class” customer service to military personnel and retirees using TriCare and TriCare for Life health benefits.
- Organized statistical information for training purposes.
- Monitored, coached, and motivated team members resulting in increased production.
- Approved weekly timesheets using both JAMIS and Lawson systems.
- Generated data using Crystal Reports.