

SCOTTIE KERSTA-WILSON

33 E. Cedar #3B

Chicago, IL 60611

312.933.4445

kersta@imagediary.com

URL: <http://www.imagediary.com>

EXPERIENCE

1995—Present

INDEPENDENT CONSULTANT: Instructional Designer*, Web Site Maintenance, Web Site Content, Training Development and Delivery (Instructor-Led/Computer/Web-Based), Technical Writing, Editing, Digital Imaging

- Maintain content of eight commercial Web sites
- Writing Training Materials for Medical Educators
- Manuscript preparation for authors seeking publishing contracts
- Freelance photography and digital imaging for various clients
- Recorded SAP online training materials for Chicago-based Wm. Wrigley, Jr. Company
- Edited instructor-led training modules (Facilitator, Participants Guides) for Chicago-based Sprint
- Wrote Web content for data storage management firm
- Wrote, edited, and tested computer-based training materials with an emphasis in Human Resources for Manpower Incorporated
- Wrote and tested SAP R/3 Quality Management training materials for Molex International
- Wrote and tested SAP R/3 Vendor Maintenance, Purchasing, and SAP Basics training materials for Mitsubishi Electronics America, Inc.
- Instructor-led training in word processing skills for legal secretaries and attorneys

2003—2009

Environmental Health Consulting—Program Manager & Editor-in-Chief: Coordinate personnel and issues related to online projects for environmental risk assessment and science communication firm

- Manage Healing Thresholds Web site (www.HealingThresholds.com) that connects community and science to heal autism; edit and update content, gather advertisements, manage analytics, promote SEO and social media
- Edit scientific documents for general-population readability
- Manage proposal and teaming process for GSA schedule projects and requests for proposals
- Managed TEACH Web site (U.S. EPA Region 5: <http://epa.gov/teach/>) that contains scientific literature relevant to children's health; edit and update content (TEACH site retired as of 9/30/09)

SCOTTIE KERSTA-WILSON

33 E. Cedar #3B

Chicago, IL 60611

312.933.4445

kersta@imagediary.com

URL: <http://www.imagediary.com>

1998—2003

USERTECH—e-Learning Consultant: Instructional Designer*, Training Development and Delivery (Instructor-Led/Web-Based), Technical Writing, Project Management

- Developed Web-based training for PeopleSoft eProcurement and Grants for University of Texas Medical Branch-Galveston TX
- Project Manager for development of PeopleSoft Human Resources Web-based training materials for service representatives in a large temporary placement agency
- Project Manager for development of SAP MM, PM, and SD Web-based training content for Akzo Nobel - an international chemicals polymer firm
- Development of Web-based training for proprietary online medical records system for Kaiser Permanente. Involved in all phases of project from client contact through managing WBT development
- Development of PeopleSoft 8 Accounts Payable Web-based training materials for two large Midwestern utility companies
- Development of Oracle 11 Purchase-to-Pay Web-based training materials for implementation at Frito Lay
- Development of SAP Basics & Navigation computer-based training course for general use
- Development of SAP R/3 Sales and Distribution and Materials Management training content and computer-based training for major telecommunications corporation
- Development and delivery of Training-the-Trainer course for SAP R/3
- Development of PeopleSoft 7.5 Manufacturing training content and delivery for the U.S. Mint, Oakwood Medical, Sears, and an international multimedia conglomerate
- Development of proprietary computer-based and Web-based training for two manufacturing concerns
- Certified as a Developer for OnDemand Personal Navigation System—a development tool for computer-based and Web-based training
- Certified as a Developer for RapidBuilder—a development tool for Web-based training

1987—Present

PUBLISHED WRITER, Emphasis in creative non-fiction, essay, and poetry

1987—Present

EXHIBITING ARTIST, Photographs and installations shown in various galleries in the U.S.

1992—1995

CHAPMAN AND CUTLER—Legal Secretary (part-time, while attending graduate school): emphasis in commercial litigation, deposition abstracting, and document production

1987—1992

WEIL, GOTSHAL & MANGES—Legal Secretary: emphasis in commercial litigation

SCOTTIE KERSTA-WILSON

33 E. Cedar #3B

Chicago, IL 60611

312.933.4445

kersta@imagediary.com

URL: <http://www.imagediary.com>

Prior to 1987

LAWDALE ART & PERFORMANCE CENTER (UNIVERSITY OF HOUSTON)—Assistant Director

GREATER HOUSTON HOSPITAL COUNCIL—Data Processing/Word Processing Manager

CULLEN RESIDENCE HALL, HARRIS COUNTY CENTER FOR THE RETARDED—Activity Director

OTHER PROFESSIONAL EXPERIENCE

MEMBER—NATIONAL ASSOCIATION OF SCIENCE WRITERS

GREATER CHICAGO AREA CHAPTER AMWA—CHAIR OF WEB COMMUNICATIONS, 2006-2008

UNIVERSITY OF IOWA SUMMER WRITING FESTIVAL, 2000

SANTA FE WRITERS' CONFERENCE, 1998

MANAGING EDITOR, SPOT, Spring 1992—A critical journal of the Houston Center for Photography, 10th Anniversary Issue

EDITORIAL ASSISTANT, Tseng Kwong-Chi: The Expeditionary Works—Exhibition Catalogue, Houston Center for Photography, Spring 1992

EDUCATION

2001—Present

CONTINUING EDUCATION—MEDICAL WRITING AND EDITING, The American Medical Writers Association annual workshops, attend and facilitate

2001

CERTIFICATION—MEDICAL WRITING AND EDITING, The University of Chicago, Graham School of Professional Studies

1995

MASTER OF FINE ARTS—PHOTOGRAPHY (Emphasis in Computer-Generated Imaging), The University of Illinois at Chicago School of Art and Design, Chicago, Illinois

POST BACCALAUREATE—PHOTOGRAPHY STUDIES, The University of Houston, Houston, Texas

BACHELOR OF ARTS—SOCIOLOGY, The University of Houston, Houston, Texas

SKILLS

MACINTOSH AND WINDOWS

- Google Analytics
- MS Office
- Photoshop
- Illustrator
- Dreamweaver
- WordPerfect
- Quark
- Google Docs
- Flash
- FreeHand
- iPhoto
- iMovie
- RapidBuilder
- InfoPak

*In addition, because of my years of instructional design experience, I am well-versed in the Kirkpatrick model of evaluation and Bloom's Taxonomy.

SCOTTIE KERSTA-WILSON

33 E. Cedar #3B

Chicago, IL 60611

312.933.4445

kersta@imagediary.com

URL: <http://www.imagediary.com>

PERSONAL

Born West Point, New York; traveled extensively as an "Army Brat," Marathoner, Triathlete, Cyclist, Writer, Photographer

References and writing samples available upon request