

# Carrie Straub

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## SUMMARY OF QUALIFICATIONS

- Experienced conference speaker and workshop leader, able to engage listeners quickly.
- Authored two books, numerous policy and training manuals.
- Internet specialist capable of developing strategic applications, training and web site content. University adjunct faculty teaching Internet search skills.
- Exceptional presentation skills: proven training, marketing and outreach capabilities. Literate in both Mac and PC and presentation technology.
- Flexible self-starter with ability to adapt to multiple projects, accomplish goals and enjoy challenges.

## RELEVANT EXPERIENCE & ACCOMPLISHMENTS

### PRESENTER/SPEAKER

- Design and write presentations for conferences and workshops using PowerPoint.
- Co-ordinate presentations, set-up computer assisted projector, train presenters.
- Present seminars and workshops to groups with highly varied interests.
- Taught presentation skills for UC Berkeley, corporate clients for 10+ years.

### WRITER/TRAINER

- Conducted Presentation Skills Workshop for UC/Berkeley HRD Certificate Program every quarter for over 10 years. Evaluations consistently rated 9+ on a scale of 10.
- Authored two books for Crisp Publications; developed forms, layout and graphics.
- Design and write web site content for customers and Internet Service Provider.
- Edit and critique applications, intro letters and resumes for clients
- Develop Employee Handbook reflecting procedures and policies for distribution to new employees. Write content, design graphics and format.
- Develop user documentation for custom MIS; have designed and written over 100 leader's guides, participant workbooks and training manuals.
- Publish articles in *ASTD Journal*, *Performance & Instruction Journal*, *Today's Careers*

### ORGANIZATIONAL COMMUNICATION

- Initiate and implement organizational communications, e.g., newsletters, training program marketing, annual employee meetings.
- Develop vendor assessment system to increase objectivity of purchase system, justify purchases to executive board.
- Develop materials /customized vendor programs to meet needs of target audiences.
- Improve customer service and written correspondence via teaching writing skills, and developing template letters and documents.

### SPECIAL SKILLS:

- Using the Internet as a strategic business tool: Develop classes, workbooks, needs assessment instruments, write materials.
- Coach technical trainers for various software, i.e., Word, MS Outlook, Netscape, PowerPoint, Internet Explorer.
- Conference speaker/workshop leader for national industry meetings; train trainers.

## EMPLOYMENT HISTORY

1989-present	<i>Consultant</i>	RESOURCES FOR SUCCESS, SF, CA, Portland, OR, & Olympia, WA
1987-89	<i>Training Manager</i>	SEDGEWICK JAMES INSURANCE, San Francisco, CA
1985-87	<i>Program Manager,</i> <i>BLS training</i>	FEDERAL DEPOSIT INSURANCE CORP., Div. of Liquidation

## EDUCATION & TRAINING

M.B.A., City University, Bellevue, WA —President's Honors  
Certificate in Human Resources Development, UC/Berkeley