

# Martha Dudley

MCSE/MCT

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## Candidate for Trainer

A passionate and entertaining presenter, I know how to use the different medias available to engage students. My background has taught me many resourceful methods of training delivery to allow me to create and implement training on a shoe string budget or with the utilization of distance learning software. I am able to communicate and be accepted by all levels of management and staff allowing me to quickly develop training.

## Career Highlights

- Training Coordinator at Bookt/InstaManager where I delivered weekly online training classes for their Vacation Rental Software. I also developed online video-based training modules and their software manual.
- Trainer and Project Manager for development and implementation of the Help-U-Sell website by REChannel – currently the RE/MAX website which can't be matched for functionality by any other product on the market today after 5 years of implementation.
- Trainer and Project Manager for Help-U-Sell Colorado Region, launching GotIDX which packaged IDX and Point2 websites for the implementation of 130 Help-U-Sell franchise websites, outpacing every other reseller in Wolfnet's program
- Trainer and Curriculum Developer for Bookt vacation rental solutions
- Trainer, Curriculum Developer, and Project Manager for Ingram Micro's Online Microsoft Certification Training and member of the original Microsoft Online Learning Council
- Lead Instructor and Project Manager at AT&T, developing all curriculum and standards which resulted in AT&T launching 26 Training Centers nationwide
- Product Evangelist for Xerox Office Products Division promoting their new PC line

## EXPERIENCE

### INDEPENDENT CONTRACTOR

#### TRAINER / WEBSITE DEVELOPER – November 2008 to Current

- Provided online training through GoToMeeting to real estate office nationwide, focusing on utilizing Outlook, operating Point2 software, instructing on how to export data from their MLS to analyze their market and develop a marketing plan
- Developed and Maintained websites specifically for Real Estate Professionals, including incorporating MLS IDX data into their websites
- Provided online training through GoToMeeting Webinars for Bookt vacation rental solutions and developed video training modules

### HELP-U-SELL COLORADO REGION

#### PRODUCT MANAGER, TRAINING AND SUPPORT – January 2005 – October 2008

- Product Manager packaging IDX with Point2 websites to launch 130 Help-U-Sell website nationwide within 3 months from design to implementation. Interfaced with MLS Services and boards to obtain IDX implementation approvals, outpacing every other reseller in Wolfnet's program.
- Franchisee training and support for Sales, Office Admin, Transaction Management, Computer implementation, and Website implementation. Success measured by Denver Help-U-Sell Franchises being ranked 13<sup>th</sup> in sales per the Denver Business Journal 2007 – an accomplishment as most offices only have 2-5 agents compared to competitors with 50+ agents.

## **HELP-U-SELL CORPORATE – DENVER, CO**

### **WEBSITE PROJECT MANAGER – August 2002 to December 2004**

- Project Manager for the implementation of the Help-U-Sell website [www.helpusell.com](http://www.helpusell.com) used from 2003-2006 which allowed the organization to grow from 300 offices to over 800 offices. Website currently used by RE/MAX and which cannot be matched for functionality by any other product on the market today after 5 years of implementation
- Duties included system analysis, system design, vendor research and selection, deployment design, IDX implementation strategy design, development and deployment of online training and help modules, development of classroom training, development of end-user system manual
- Provided technical support for initial deployment, including interfacing with the boards and MLS services to trouble shoot IDX issues.
- Provided ongoing training at National Conventions.

## **EXECUTRAIN – DENVER, CO**

### **MCT TECHNICAL INSTRUCTOR FOR MICROSOFT MCSE TRACK - January 1999 to June 2001**

- Instructor providing MCSE certification instruction, specializing in TCP/IP and IIS Server.
- Curriculum developer providing custom curriculum development and deployment including train-the-trainer sessions.

## **INDEPENDENT CONSULTANT – DENVER, CO**

### **DISTANCE LEARNING INSTRUCTOR / CURRICULUM DEVELOPER – October 1997 to January 1999**

- Online Instructor contracted by Ingram Micro to provide Microsoft MCSE certification courses.
- Curriculum Developer providing custom online courses

## **INGRAM MICRO TECHNICAL EDUCATION - September 1994 to October 1997**

Promoted within the organization, I held 2 positions: originally hired as Senior Technical Instructor then promoted to Distance Learning Instructor and Curriculum Manager

### **DISTANCE LEARNING INSTRUCTOR AND CURRICULUM MANAGER**

- Project Manager designing, developing, launching and implementing Ingram Micro's distance learning program, including developing press kits, advertising literature, multimedia presentations, and Web content, allowing them to generate an addition \$300,000 revenue in 6 months without the extensive cost of space and equipment required in implementing a classroom
- Served on the Microsoft Online Advisory council dedicated to providing input for the development of their online course delivery software.

## **SENIOR TECHNICAL INSTRUCTOR**

- Certified Microsoft Instructor providing certification training for Microsoft Windows NT products, Microsoft Mail, and Microsoft TCP/IP.
- Certified SCO UNIX instructor providing SCO Xenix and UNIX training
- Curriculum developer providing custom courses

## **INDEPENDENT CONSULTANT - December 1989 to September 1994**

- Project Manager and Programmer, listed on both the FoxPro Instructor and Developer's list, I focused primarily on providing turn-key applications developed in FoxPro.
- Instructor providing training and support for MS-DOS, SCO UNIX, FoxPro and Informix, along with documentation, curriculum development and trade show support.

## **AT&T - May 1983 to November 1989**

### **SITE MANAGER / LEAD INSTRUCTOR - AT&T – Santa Ana, CA**

- Opened and managed the Santa Ana training center, creating procedures manual and budgets for opening 26 training centers nationwide
- Instructed MSDOS, UNIX, end-user and database courses.

### **LEAD INSTRUCTOR / CURRICULUM DEVELOPER - AT&T – Denver, CO**

- Project Manager developing curriculum, instructor guides, and development standards that led to corporate funding for rollout of training centers in 26 cities.
- Provided classroom instruction in end-user applications, databases, spreadsheet, and UNIX.
- Managed 5 instructors.

### **XEROX CORPORATION - March 1980 to May 1983**

Promoted from within, I held 2 positions with Xerox: originally hired by Market Development group to support retail stores, later promoted to PC Marketing Group to support product launch and all sales channels.

#### **PC MARKETING GROUP – Dallas, TX**

- Product Evangelist for Xerox Office Products Division promoting their new PC line
- Launch Team Member, Vendor liaison for all deliverables related to sales support and new PC product launch.
- Product Manager for Training Rollout for the Xerox PCs, creating sales training videos, demo scripts, and presentation books for all software.

#### **MARKET DEVELOPMENT SUPPORT – Dallas, TX**

- Sales Trainer providing Xerox's direct sales force and reseller division training on how to sell PCs.
- Retail Sales field support

## **EDUCATION**

- Colorado Real Estate License
- MCSE/MCT – Microsoft Certified Instructor for Windows 3.x, Windows NT Workstation 3.51 & 4.0, Windows NT Server 3.51 & 4.0, Microsoft Mail, Microsoft TCP/IP, Microsoft IIS Server
- SCO Certification – Train-the-Trainer, SCO XENIX and SCO UNIX classes.
- Xerox Training – SPIN and PSS Sales Training, Train-the-Trainer
- Louisiana State University of New Orleans – Computer Science

## **AREA OF EXPERTISE**

- Project Management
- Classroom Instruction
- Courseware Development
- Online Learning (aka:Distance Learning) Development and Instruction
- Presentation Development
- Software Implementation Management

## **COMPUTER EXPERIENCE**

- Operating Systems – UNIX, Windows, Win NT 3.5, Win NT 4.0
- Distance Learning Software – GoToMeeting, WebEx, Lotus LearningSpace, Impatica, Camtasia
- HTML/ Web Page DEV / FTP – WordPress, Adobe CS4, DreamWeaver, Wix.com, Point2Agent, Flash, Fireworks, HTML Coding, Adobe GoLive, CuteFTP, and more...
- Web Servers- Microsoft IIS 4.0 and Xitami
- DataBase/ Programming – MySQL, SQL 7.0, FileMaker
- Graphics- Adobe Photoshop, Adobe Illustrator, Adobe Flash
- Desktop Publishing – Microsoft Publisher, Quark Xpress, FrameMaker, PageMaker
- Multimedia – PowerPoint, Astound, Flash 5, Impatica, Camtasia, Magix Video Editing
- Word Processing and Spreadsheets – Microsoft Word and Microsoft Excel
- Email - Microsoft Outlook, Microsoft Exchange HTML, Netscape Messenger, Lotus Notes Email