

Erica Lauer Vose



Creative, collaborative, passionate, driven.

814 SE 27th Ave. Portland, Oregon 97214 | 503.432.1718 | elauervose@gmail.com | erica.lauervose.com

Skills **eLearning Content Creation:** Adobe Creative Studio: Photoshop, Illustrator, InDesign
Captivate, iMovie, Audacity, & Quicktime

Instructional Design: Adult learning theory, Bloom's taxonomy (cognitive domain),
competency-based learning, and Gardner's theory of multiple intelligences

Web Technology: HTML & CSS (Jekyll & Middleman), Git, jQuery (Sinatra), AJAX API calls,
JavaScript, Query Language (NRQL and SQL), cURL commands, and Cloud Hosting (Heroku)

Management: Coaching, mentoring, conflict resolution, meeting facilitation, and team building

Professional Experience

Sr. Technical Education Specialist, New Relic

April 2014 - Current

Develop, coordinate and manage the content development strategy. Create a substantial library of content across multiple products and services. Set and delegate assignments, review and approve all content.

- **Instructional Design:** Research adult learning theory for teaching technical skills and develop a customized instructional design model based on Bloom's Taxonomy and competency-based approach emphasizing learning concrete skills at the learner's pace.
- **Strategy & Roadmap:** Develop and maintain a comprehensive plan for online content creation based on competencies and supported by measurable learning outcomes. Revise and update plan as New Relic and NRU team goals and needs evolve.
- **Content Requirements:** Establish and maintain online content requirements and standards (including design, format, technical tool preferences and settings, and security guidelines).
- **Content Management Systems:** Establish requirements for design and management of the content library over three different evolutions of online content; each tailored to meet team and online content needs as the team grew.
- **Content Creation:** Research product information through online resources, subject matter expert interviews, and demo app data exploration. Convert research results into training materials; create a storyboard, write a script, record audio & video, and edit tutorials.
- **Collaboration:** Collaborate in cross-team and cross-departmental training efforts to meet company-wide goals. Collaborate with subject matter experts (SMEs) to create content; collaboration ranges from training SMEs to create content, to interviews and consultations.

Technical Skills

- **Demo app for online content creation:** Collected team requirements for a demo app, researched and implemented a Ruby/Rails demo app in coordination with developers. Planned and maintained various performance problems for demonstration purposes.
- **HTML & CSS (Jekyll & Middleman):** Created and still maintain several websites using static HTML generators; wrote extensive HTML & CSS for each site.
- **jQuery (Sinatra):** Created a website using Ruby based Sinatra framework and wrote AJAX API calls in jQuery to 3rd party web services (social media photo gallery & scheduling).
- **JavaScript:** Wrote complex synthetic scripts using JavaScript to generate demo app data that is substantial enough to illustrate performance problems and look organic.

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Professional Experience

Sr. Technical Education Specialist; Team Lead, New Relic **Dec. 2017 - Current**

Content Production & Coordination

- Establish review and approval process and guidelines for team content production.
- Review online content team priorities, roadmap, and production goals to create individual tasks; delegate, review, and approve all content projects.
- Provide periodic reporting for online library content learner engagement.

Training

- Assisted with writing the Online Content Producer job position posting
- Collaboratively wrote interview questions for hiring Online Content Producer & created/maintained tracking tool
- Created and implemented training & onboarding plan for new hires to online content team

Trainer, New Relic

September 2013 - April 2014

Built on-boarding and internal education program for the engineering department.

- Created and implemented on-boarding schedules, trainings, and tracking systems.
- Collaborated with engineers and managers to create flexible, adaptive workshop formats tailored to each team's needs.
- Coached and assisted engineers to build and deliver data-drive curriculum

Program Specialist, Girl Scouts Oregon & SW Washington

2010 - 2012

Developed community partnerships to strengthen and grow programs.

- Conducted program evaluation to identify strategic program issues
- Developed marketing strategies, tools, resources, and nre travel opportunities
- Implemented national GSUSA strategic goals and priorities resulting in over 100% increase in program participation.

First Aid & CPR Trainer, American Red Cross

2005 - 2010

Conducted CPR and First Aid trainings for community partners and employer.

Program Manager, Washington Reading Corps

2006 - 2009

Coordinated a diverse 50-person AmeriCorps team working in over 10 different elementary schools across the state of Washington.

- Recruited, interviewed and hired a team of 50 members annually
- Planned and implemented member orientation, training, and team building activities
- Coached, mentored, and supported members to achieve personal and professional goals.
- Managed federal and state grant recipients to ensure requirements were met
- Read and scored federal and state grant applications

Education

Masters in Public Administration; Nonprofit Management specialization

Portland State University, 2013

Bachelor of Arts, Liberal Arts; Emphasis in Cultural Studies and Humanities

The Evergreen State College, 2005

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Volunteer Experience

Code for Portland Brigade, Core Organizer **2014 - 2015**

Build a bridge between tech, nonprofits, and government agencies to promote civic tech projects with lasting, meaningful impact.

- Educate community and civic leaders about open data and civic hacking
- Hosting events to build a civic hacking community and foster project teams
- Connecting government and advocacy groups to the tech community
- Promoting improvement and maintenance of existing projects
- Empowering and supporting project leaders to ensure project sustainability

Volunteer Coordinator, Rose City Rollers **2009 - 2010**

Built formal volunteer management systems and procedures to increase capacity and meet organizational need.

- Assessed and prioritized organizational volunteer needs
- Recruited, screened, trained, and supported volunteers
- Developed an effective volunteer database and tracking system
- Managed volunteer systems and developed volunteer policies and procedures

VP of Communications, AFP-PSU Chapter **2012 - 2013**

Developed and managed a communications plan for the chapter; including design and implementation of a website through user group analysis and testing process.

OMSI Evaluation Coordinator **January - August 2010**

Coordinated volunteers for OMSI's ongoing WAVES project to conduct data collection and analysis for improved volunteer and visitor participation.

Board Member, Bigelow House Museum, Olympia, WA **2005 - 2007**

Served as a member of the board to an important and long-standing historical community resource.

Shelter Coordinator, Bethlehem Farm **August 2001 - August 2002**

Managed community shelter daily functions and conducted community outreach and partnership building activities.

Dog trainer and walker, Oregon Humane Society **2015 - 2016**

Trained dogs in basic manners to help them get adopted, walked dogs, and socialized dogs to help them adapt to the shelter setting.