

# MELISSA J. S. MORAN

756 Derwin Road ❖ Monroe Twp., PA 18636 ❖ 570-406-9296 ❖ moranpix@yahoo.com

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## INSTRUCTIONAL DESIGNER | WRITER | COMMUNICATION SPECIALIST

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A personable, motivated, and strategic-thinking professional with over 20 years of combined education and experience in training, writing, communication, publishing, and designing for the insurance industry as well as for TV, radio, and print news media.

### KEY SKILLS AND ABILITIES

<b>Project Management</b>	<b>Instructional Design</b>	<b>Marketing Materials</b>	<b>Communication</b>
✓ Project Planning	✓ Instructor Guides	✓ Brochures/Newsletters	✓ Training
✓ Needs Analysis	✓ User/Reference Guides	✓ Flyers	✓ Public Speaking
✓ Training Outlines	✓ Job Aids	✓ Industry Blogs	✓ Copyediting
✓ Objective Mapping	✓ Procedure Manuals	✓ Websites	✓ Proofreading
✓ Evaluation Strategies	✓ Technical Manuals	✓ Business Journals	✓ Business Communication
✓ Scheduling/Coordination	✓ Audio/Video Scripts	✓ Trade Magazine Articles	✓ Presentations/Presenting
✓ Goal Setting	✓ Course Assessments	✓ Press Releases	✓ Demonstrations

- ❖ Knowledgeable in adult learning models, theories and principles, such as the ADDIE model, VARK learning styles, and Bloom's Taxonomy.
- ❖ Very familiar with the variances associated with different learning styles and ensures that the training associated with each client is geared directly toward the client's audience.
- ❖ Exceptional interpersonal skills with a capacity to relate to all levels of management, staff, and customers.
- ❖ Expert at building relationships with a broad range of personalities and cultures in a variety of environments.
- ❖ Recognized for outstanding work ethic, integrity, thoroughness, and a commitment to company goals.
- ❖ Imaginative, personable, and articulate with outstanding written and verbal communication skills.
- ❖ Extremely organized with exceptional time management skills.
- ❖ Ability to multitask effectively while meeting tight deadline schedules.

### TECHNICAL

Microsoft Edge, Excel, Expressions, PowerPoint, Word  
Adobe Acrobat, Captivate, Illustrator, PhotoShop  
Corel Draw, PhotoPaint  
Quark Xpress  
Seagate Crystal Reports  
Atomi ActivePresenter

### LANGUAGES

English (First Language); German (Proficient); Spanish (Intermediate); Dutch (Beginner)

### PROFESSIONAL EXPERIENCE

**Berkshire Hathaway GUARD Insurance Companies**, Wilkes-Barre, PA 1999-present  
*Communications Representative*

Tasks include designing print and digital informational materials for external customers at trade shows, job fairs, and corporate events for nationwide, multi-line insurance company. Scope of work also involves creating instructional forms and templates for claims and underwriting staff, new employee intake, and maintaining internal website for employees. Other key tasks include maintaining the company's Brand and Style Guide, and training employees on accepted logo, grammar, and trademarks for external communication.

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**The Citizens' Voice**, Wilkes-Barre, PA 1995-1999

*Editor/Journalist*

Interviewed witnesses, experts, law enforcement, and other key subjects for news stories, features, and educational series; handled pagination, layout, and proofreading while supervising city desk. Coached new reporters on how to generate story ideas, approach news assignments, conduct interviews, adjust writing style to industry standards, and how to structure their work day to best complete multiple stories while meeting daily deadlines.

**WILK 910/980 AM**, Pittston, PA 1993-1995

*News Anchor*

Conducted interviews for news stories, packaged public service announcements, voiced commercial spots and performed live, on-air bits for sister stations 98.5, WKRZ and Froggy 101, WGGY.

**Pension Christl**, Salzburg, Austria May-August 1992

*Hotel Guest Relations Coordinator*

Worked with multi-cultural staff to help hotel guests absorb Austrian culture and advise them of local sights, cuisine, currency, transportation, history, and culture.

**WEYZ-1330 AM & WMXE-103.7 FM**, Erie, PA 1991-1993

*News Anchor/Talk Show Host/Commercial Producer*

Anchored newscasts, conducted interviews, and wrote news copy. Produced commercial spots, DJ'd weekend Top 40 radio shifts. Hosted weekly radio interview program.

**WETG-Fox 66**, Erie, PA 1989-1992

*Talk Show Host/Producer*

Coordinated placement of commercial spots in daily television log. Produced and hosted daily TV series, Erie Daytime (booked guests, scheduled airdates, conducted interviews, supervised crew of 11, and trained incoming students to replace graduating seniors for various posts within the production.) Also voiced all station identification spots.

## EDUCATION

**Gannon University**, Erie, PA 1989-1993

B.A. Communication Arts ❖ Minors: German and English ❖ GPA: 3.7

**Penn State University**, Lehman, PA 2000-2001

Computer courses including Web Security, System Networking, JavaScript, and HTML ❖ GPA: 4.0