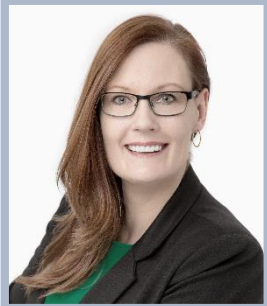


ANNA PARKER

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TECHNICAL COMMUNICATOR AND ACADEMIC LEADER FUELED BY FOSTERING SUCCESS



I am an award-winning content expert, instructional designer, project manager, and professor, internationally recognized for compelling interface design and training solutions. I'm fueled by excellence, leading-edge technology, innovation, and fostering success.

What do I do? I create content solutions that are visually appealing and easy to comprehend. With over 20 years' experience in technical communications, instructional design, marketing, sales, and teaching/training, my passion for serving others with content solutions spans all audiences. My projects succeed by building rapport, enabling development and progress through needs analysis, defining clear specifications, and using values-based communication.

CAREER HIGHLIGHTS

ACADEMIC LEADERSHIP: As Coordinator of the Technical Communications Graduate Certificate at Seneca College, I secured funding to lead a curriculum review that cut redundancy across courses and integrated the Certified Professional Technical Communication (CPTC™) accreditation process. The years of experience required dropped from 5 years to 3. (2012 to 2013)

INSTRUCTIONAL DESIGN: Leveraged a 2-month product rollout delay to improve train-the-trainer curriculum with integrated business scenarios, a job aid, and a narrated product demo. My 5-day, hands-on, knowledge transfer enabled corporate trainers to take over, cutting two weeks from the revamped rollout schedule. Won Society for Technical Communication (STC) *International Award of Merit for SaskTel/Retail-IT Point of Sale and Bill Payment System Training Guide* used for train-the-trainer and on-site sales associate training at retail outlets throughout Saskatchewan. (April 2010)

STC LEADERSHIP: By spearheading process improvements during a shift to zero-based budgeting in 2010, my leadership led STC Toronto to an international *Pacesetter Award* for, "streamlining operations, clarifying offerings that provide value for members, and moving toward financial self sufficiency," and a *Community of Excellence Award* in 2011 for, "dynamically enhancing [the] community's organization, extending member services, promoting technical communication career opportunities, and using multiple meeting formats to engage [the] community."

EXPERIENCE

SENECA COLLEGE SCHOOL OF MEDIA, PROFESSOR AND PROGRAM COORDINATOR

Program Coordinator of Technical Communications Graduate Certificate (2012 to 2013 / 2017 to present)

- Work with administration, support staff, faculty, and students to align with Seneca's academic plan and Work Integrated Learning (WIL) program.
- Academic counselling of Technical Communications students, including during their WIL work term.
- Ongoing promotions for prospective students and orientation evenings for enrolled students.

Part time/Partial load Professor of Technical Communications and English (2011 to present)

- TCN 700 Technical Writing
- TCN 701 The Technical Communicator
- TCN 807 Document Design
- EAC 397 + EAC 392 + EAC 394 + SES 391
Effective Business and Technical Writing
- BTC 240 Interpersonal Communications in Organizations

EXPERIENCE (cont.)

COMMUNICATIONS FOR RESULTS CONSULTING: FOUNDER (2014 to present)

Guiding businesses to better results through communications solutions and custom training.

- Various projects including onboarding and customer experience consulting with *TheSafeSteps.com* college prep program and operations/digital marketing consulting for *N5R.com*, a boutique marketing firm.

BANKCODE: VP PRODUCT DEVELOPMENT, CONTENT STRATEGIST (2015 to 2017)

B.A.N.K.™ Personality Profile Sales Training has been proven to predict buyer behaviour and increases sales up to 300%.

- During a time of management transfer and business hardship—in collaboration with the CEO—I resurrected the BANKCODE product suite by introducing and executing technical communications and content strategy best practices. BANKCODE is now a multi-million-dollar sales training success story.
- Produced full suite of classroom curriculum and sales presentations: participant guides, presentations, trainer guides, and maintained the back office of resources for over 100 certified trainers.
- Collaborated with CEO and led creative team through a complete rebranding to deliver a high volume of materials in a two- month time frame.

INFORMATION MAPPING CANADA: DIRECTOR, STRATEGIC ALLIANCES & BUSINESS DEVELOPMENT (2013 to 2014)

Provides training and services based on its professional writing method, proven to reduce reading time by up to 50%.

- Led strategic alliances and partnership initiatives with thought leaders and vendors within the Technical Communications market space and nurtured relationships with the global Information Mapping community.
- Developed and managed marketing communications, collaborating with cross-functional internal teams.
- Business development activities included: managing a portfolio of accounts, using contacts to generate new business, delivering presentations, and nurturing productive relationships with clients.

QUALICOM INNOVATIONS INC. (2008 to 2011)

SENIOR TECHNICAL WRITER, INSTRUCTIONAL DESIGNER, TRAINER, MARKETING SPECIALIST

Qualicom Innovations provides IT consulting services, custom development, and software solutions.

- Created and delivered award-winning train-the-trainer and sales associate training for SaskTel.
- Using Madcap Flare, developed single-source online help, user manuals, and product demo for the SaskTel Point of Sale and Bill Payment System—Qualicom's enterprise retail solution—which reduced ongoing effort and cost to update materials and produce documentation for other clients.
- Worked with designers and programmers to enhance customer experience for Retailarc Single Store, Qualicom's out-of-the-box point of sale solution for small, independent retail stores.
- Led marketing campaign strategy and developed collateral for Retailarc Single Store that included a revamped website, videos, demos, scripts, materials, environment preparation, bulletins, brochures, flyers, sales kit materials; also guided business analyst in functional specifications development.
- Designed and developed single sourced online help and user manuals for the following systems: *BMO Online Banking for Business* and *Baker Property Management System*.
- Directed internal newsletter and emceed the annual Christmas party for three consecutive years.

EXPERIENCE (cont.)

SIEMENS ENTERPRISE COMMUNICATIONS INC. (2000 to 2007)

Developing applications designed to offer presence-enhanced first contact resolution for contact centres.

Product Manager, Channel Support (2003 to 2007)

- Managed product change request/requirements documentation process from initiation to realization and communicated releases with customer teams.
- Designed, developed, and managed content, design, and updates of contact centre software implementation framework—directing sales and implementation roles to critical pre-sales, consulting, and installation job aids—resulting in better conversion rates and more efficient product implementations.
- Supported direct and indirect channels by phone and by managing the Global Community knowledge base.

Technical Training Developer, Team Lead, Professional Services (2000 to 2003)

- Designed, developed, and delivered Custom Reports training solution with travel to customer sites.
- Developed custom technical information packages for professional services experts, requiring specialized information to develop integrated custom tools/solutions.
- Developed and updated product documentation and online Help using FrameMaker and Forehelp, and then participated in migration to RoboHelp.

EDUCATION

- **Master of Science (MSc.) in Technical Communication** – Concentration in Social Media and Online Communities at Northeastern University, Boston. (2018 – present, *Candidate*)
- **CPTC™** – Certified Professional Technical Communicator, Foundation (2018)
- **Co-op Joint Honours Bachelor of Arts (BA)** – English, Rhetoric and Professional Writing and Recreation and Leisure Studies – Co-operative Program at University of Waterloo (1997)

PROFESSIONAL APPOINTMENTS

- Mindtouch's top 200 list of Content Experience Strategists (2017)
- Certified and Licensed BANKCODE B.A.N.K.™ Level 3 Trainer (2015 to present)
- The LavaCon Conference on Digital Media and Content Strategies, Speaker (2016)
- Chair of Program Advisory Committee for Technical Communications Certificate at Seneca (2014, 2015)
- STC Associate Fellow (2015)
- STC Leadership Day Chair and Co-Chair, Community Affairs Committee Member (2011 to 2013)
- STC Toronto Administrative Council roles since 1998: President (2009 – 2011), Vice President (2007-2009), Education Manager, Recognitions Manager, Employment Manager, and Job Bank Co-ordinator

TOOLBOX

I learn tools quickly and use whatever I have available to me; these are some of the tools I'm currently using.

MS Word / FS Pro • MS PowerPoint • Adobe InDesign • Adobe Photoshop • MadCap Flare Authoring Tool • Trello Project Management Tool • Wix.com • Notepad ++ • WordPress • FileZilla • Blackboard