

MAIR DEMARCO

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- ◆ 20+ years extensive experience organizing, managing and training individuals and teams.
- ◆ 10+ years of Project Management, including the design, planning, organization, control and completion of a variety of complex and interdependent tasks.
- ◆ Subject matter expert in the areas of instructional design, current and emerging technologies and products.
- ◆ PMP Certified. Holds Masters Degrees in Instructional Technology & Digital Media.
- ◆ Effective communication and interpersonal skills. Exceptional technical writing skills.
- ◆ Highly self-motivated, natural leader. Strong problem solving abilities.
- ◆ Proven ability to cultivate positive team dynamics, ignite innovation and ensure success on all projects.

Educational Background

NYIT, Masters of Art, Digital Media, 2010

NYIT, Masters of Science, Instructional Technology, 2008

St. John's University, Bachelors of Science, Education, 1997

Professional Experience

Manager of Education, Instructional Designer

MakerBot, 2015 - present

- Established and launched the MakerBot Certification program. Project leader including requirements gathering, defining scope, managing stakeholders, curriculum design, coordinating implementation and post-launch support.
- Co-author of the MakerBot Educators Guidebook, a 5-star Amazon-rated instructional manual which consists of engaging educational content, lesson plans and is an industry leading guide to 3D printing in the classroom.
- Designed and developed global content for MakerBot University, a company-wide LMS used for reseller sales training, technical training, customer certification and employee on-boarding.
- Execution of a global sales technical training certification including the design and creation of content, skill development and competency assessments.
- Continue to provide online and in person training while maintaining a high-quality seamless user experience.

Director of Faculty/Staff Development,

NYIT College of Osteopathic Medicine, 2006 - 2015

- Lead a skilled team in the design, installation, and operation of lecture capture, digital video recording, video editing and streaming video distribution systems.
- Provided formal and on-demand training for individuals of diverse skill levels to ensure and support digital literacy.
- Managed cross-functional teams while coordinating effective communication and providing clear reports of project status.
- Conducted quality assurance reviews of various software implementations to provide input on functional requirements, product design, and potential issues.

Technology & Communications Coordinator

YMCA of Greater New York, 1998-2005

- Designed all printed promotional materials including program guides, e-newsletters, flyers, invitations, and presentations to support and comply with company's brand and mission.
- Established and maintained Computer Learning Center while managing relationships between staff, instructors and students.
- Developed, planned and implemented engaging curriculum for year round technology classes.

Technical Profile

Adobe InDesign,
Adobe Photoshop,
Apple Configuration Utility
AirWatch Mobile Device
Management,
Balsamiq Mockup,
Basecamp,
Blackboard,
Captivate,
Camtasia,
Cattura CaptureCast,
Constant Contact,
CSS,
Docebo LMS,
Echo 360,
ExamSoft,
Expressions Engine,
Final Cut Pro,
GoToMeeting,
HTML,
Inkling e-textbooks ,
iMovie, iDVD,
iBooks Author,
iWorks,
Kaltura Open Source Video,
LectureTools,
Lightroom 4,
Mahara e-portfolio system,
MakerBot Print
Microsoft Project
Microsoft Office,
Moodle,
Prezi,
Networking Configuration,
Piazza,
Poll Everywhere,
QuarkXpress,
Salesforce CRM,
SurveyMonkey,
Tinkercad,
User Interface Design,
Windows, Mac, Linux OS,
WordPress CMS,
Zoom,
3D Printing

Certifications

[AirWatch Enterprise Mobility Associate](#) - 2015
[Project Management Professional \(PMP\) Certificate](#), 2011
Certified Blackboard 9 Instructor, 2010
[New York State Teaching Certificate](#), 1998

Author

[MakerBot Educators Guidebook](#), 2017

Selected Achievements

[Standard of Excellence](#), 2012
Graduated with Distinction, 2010
[Standard of Excellence](#), 2010
[Dean's Award](#) for Excellence, NYIT Instructional Technology 2008
[Source Presenter](#) - Symposium on University Research & Creative
Expression, 2008
Graduated with Distinction, 2008
[Dean's Award](#) in Instructional Technology, NYIT, 2008
[Certificate of Continuing Education](#) Design and Page Layout Skills,
2006
[NYIT 50th Anniversary Showcase](#) First Place Winner in recognition
of pursuit of academic excellence, creative expression, and
unselfish willingness to share ideas with society, 2005
[Employee of the Month](#), Cross Island YMCA 2005
[Quality Service Award](#), For exemplary performance among peers
Cross Island YMCA, 2001

Side Projects & Volunteer Work

[Astoria Arts Festival](#), Volunteer & Event Coordinator
[Idlewild Art Magazine](#), Contributor, Photography, Graphic Design
[Sparrow Film Project](#), Space Guns, Technical Advisor - Winner of
Best Film 2014
Climate Reality Leader, [The Climate Reality Project](#)
Director, Media/Technology: The Camille Yvette Lawrence Floyd
Sickle Cell Anemia Foundation, [Globalscope, Inc.](#)
[YMCA of Greater New York](#) diabetes prevention lifestyle coach