

# MAIR DEMARCO

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- ◆ 15+ years extensive experience organizing, managing and training individuals and teams.
- ◆ 5+ 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 general business concepts, current and emerging technologies, and instructional design.
- ◆ 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

### Instructional Designer, Manager of Sales Enablement

*MakerBot, 2015 - present*

- Design and develop global content, established new LMS while providing online and in person training and maintaining a seamless user experience.
- Create engaging training content while collaborating with subject matter experts ensuring that users meet expected outcomes.
- Supervise the execution and deployment of projects from inception to delivery including requirements gathering, defining scope, managing stakeholders, coordinating implementation and post-launch support.
- Assist in execution of content, skill and competency development of global sales and technical partners, including certification and authorization.

### 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 and objective reports of project status.
- Assessed technical issues in order to comprehend and communicate existing and potential project requirement gaps.
- 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.

## Certifications

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

## Technical Profile

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Adobe Master Collection CS6  
HTML, CSS,  
Avid, Final Cut Pro  
QuarkXpress  
InDesign  
Kaltura Open Source Video  
iMovie, iDVD  
Lightroom 4  
Captive, Camtasia  
Cattura CaptureCast  
WordPress CMS  
Moodle, Blackboard, &  
Docebo LMS  
Echo 360, LectureTools,  
Poll Everywhere, Survey Monkey  
Prezi, 3D Printing  
Apple Configuration Utility  
AirWatch Mobile Device Management  
iBooks Author  
User Interface Design  
Balsamiq Mockup  
Axure Pro  
Expressions Engine  
Microsoft Project, Basecamp  
Microsoft Office, iWorks  
Windows, Mac, Linux OS  
Networking Configuration  
Active Directory  
Salesforce CRM  
Zoom, ExamSoft, Piazza,  
Inkling e-textbooks  
Mahara e-portfolio system

## Presenter

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PACT (Partnership for the Advancement of Clinical Training) Education Summit III, August 2014  
Kaltura Connect - Lecture Capture Integrations: Customers Sharing Lessons Learned, July 2014  
Streamline Lecture Capture to Boost Online Learning, Kaltura & Cattura Webinar, April 2014  
PACT (Partnership for the Advancement of Clinical Training) Education Summit II, June 2013  
Source Presenter - Symposium on University Research & Creative Expression, 2008

## Selected Achievements

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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

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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