

# MAIR DEMARCO

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- ◆ 25+ years extensive experience organizing, managing and training individuals and teams.
- ◆ 15+ years of project and product 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, continuing education, and emerging technologies.
- ◆ 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

### Director, Learning Experience & Excellence

*ASME, 2018 - present*

- Manages the product lifecycle for learning solutions, courses and programs including content development and production from brainstorm and innovation, through delivery, revision, and sunsetting.
- Defines learning solutions that leverage learning science, Educational Technology, and sound instructional design principles while positioning ASME as the go-to global provider of professional learning experiences for engineers and technicians.
- Establishes project plans, manages project timelines, resources and budgets, and facilitates the day-to-day communications at a high level and within each development project.
- Oversees the development of new products in line with L&D strategy.

### Manager of Education, Instructional Designer

*MakerBot, 2015 - 2018*

- 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, an instructional resource which consists of engaging educational content, lesson plans and is an industry leading guide to 3D printing in classrooms.
- 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.

### Director of Faculty/Staff Development,

*NYIT College of Osteopathic Medicine, 2006 - 2015*

- Led 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.

### Technology & Communications Coordinator

*YMCA of Greater New York, 1998-2005*

- Established and maintained Computer Learning Center while managing relationships between staff, instructors and students.
- Designed, developed, and implemented engaging curriculum for year round technology classes including a computer camp.

## Technical Profile

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### Instructional Design

Articulate Rise 360  
Burning Glass  
Captivate  
Camtasia  
ExamSoft  
Mahara e-portfolio system  
Prezi  
Piazza

### Learning Management Systems

Blackboard  
Canvas  
Docebo  
Echo 360  
Moodle

### Graphic Design

Adobe Photoshop  
Adobe InDesign  
Wordpress CMS

### User Experience Design

Balsamiq Mockup  
Miro  
Qualtrics XM  
Survey Monkey

### Project Management

Asana  
Basecamp  
JIRA  
Microsoft Project  
Roadmunk

### Video

Final Cut Pro  
Kaltura  
Wistia

### CAD/3D Design

Tinkercad

### Productivity

Microsoft Office  
Salesforce CRM  
Searchlight Conductor SEO  
Slack

## Project Highlights

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ASME Virtual Classroom Product Launch: In under 6 months, developed and launched new product in response to a direct customer need. Created unified messaging and developed the initial offering for this now 2 million+ product.

Course Feedback Survey: Launched a streamlined end of course survey reducing the time of completion by over 3 minutes and resulting in a 25% increased completion rate.

L&D SEO: Integrated Search Engine Optimization into L&D product strategy. In 1 year, product page session views increased by 271% and resulted in organic search accounting for 50% of L&D web traffic.

Virtual Classroom On Demand: Launched 6 interactive online video-based courses. Surpassed seat-sold goal 3 months ahead of schedule. NPS score results 38.3 points higher compared to previous average.

## Certifications & Credentials

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Kellogg Product Strategy Course, Product Strategy Credential, 2021  
Institute of Credentialing Excellence - Credentialing Specialist, 2020

Apple Teacher, 2018

Project Management Professional (PMP) Certificate, 2011

Certified Blackboard 9 Instructor, 2010

New York State Teaching Certificate, 1998

## Author & News

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MakerBot Educators Guidebook, 2017

Creating the Best Learning Experiences, ASME.org, 2019

Look at MakerBot Education, Getting Smart, 2018

## Selected Achievements

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Docebo Best Extended Enterprise Training Program, Nominated 2017  
Standard of Excellence, 2012

NYIT 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

Dean's Award in Instructional Technology, NYIT, 2008

NYIT 50th Anniversary Showcase First Place Winner, 2005

Quality Service Award, Cross Island YMCA, 2001

## Volunteer Work

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YMCA of Greater New York Diabetes Prevention Lifestyle Coach

The Climate Reality Project, Climate Reality Leader

Girls Scouts Troop Leader