

Louellen Sue Coker

Content Solutions

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Summary of Qualifications

- Innovative instructional designer with 14 years experience designing and writing user focused documentation and training materials.
- Experience in managing documentation projects according to JoAnn Hackos' documentation management strategies.
- Able to create online and print documents that meet the specific and diverse needs of audiences.
- Completed graduate level courses in Applied Technology, Training and Development, which included evaluating training according to Kirkpatrick's four levels of evaluation.
- Completed online and instructor-led training in various software programs and PMBOK.
- Completed graduate level courses based on William Horton's Design and Writing Online Documentation.

Education

Master of Arts in Technical Writing with a minor in Applied Technology, Training and Development
University of North Texas, Denton, Texas
August 2002

Secondary English Certification
Texas Woman's University, Denton, Texas
May 2000

Bachelor of Arts in Political Science with concentrations in English and Communications
Baylor University, Waco, Texas
December 1991

Technical Tools

Web: GoLive, Dreamweaver, FrontPage

Documentation Tools: PageMaker, QuarkXpress, Acrobat, Microsoft Office suite, InDesign

Graphics: Photoshop, Illustrator, Fireworks, Freehand

Professional Experience

President, Content Solutions, Denton, TX
06/03-Current

- Utilize PMBOK principles to complete full life cycle projects.
- Write, edit, and design award-winning newsletters, magazine inserts, procedures, presentations, as well as marketing and training materials for clients utilizing Word, Photoshop, PageMaker, QuarkXpress, InDesign, Illustrator, GoLive, and PowerPoint.
- Analyze the goals of clients and the needs of users to create documents that fulfill their purpose utilizing Word, Excel, PowerPoint, Front Page, Illustrator, Photoshop, QuarkXpress, InDesign, PageMaker, and GoLive.

Training Coordinator, Centex Construction Company-Southwest, Dallas, TX
10/01-06/03

- Wrote, edited, and designed quick reference guides and training materials for internal software utilizing Word, Photoshop, QuarkXpress, and PowerPoint.
- Analyzed the goals of clients and the needs of users to create documents that fulfill their purpose utilizing Flash, QuarkXpress, Word, and PowerPoint.
- Worked with section managers to revise, edit, write, and maintain Centex Construction Company-Southwest's online Standard Operating Procedures utilizing Lotus Notes, Wordpro, 123, Word, Excel, and Acrobat.
- Worked with internal and external trainers to create training documentation.
- Mentored and supervised technical writer interns.

Public Relations Assistant, CoServ, Corinth, TX
7/00-4/01

- Utilized PMBOK principles to create two award-winning monthly publications—*CoServ Connections* employee newsletter and *Texas Co-op Power Magazine* local pages insert.
- Interviewed subject matter experts and created award-winning pamphlets, forms, and brochures utilizing Word, PhotoShop, and PageMaker.
- Consulted with CoServ's President, Vice President and department leaders to write, edit, and design marketing materials, proposals, and company manuals.

English Instructor, Little Elm High School, Little Elm, TX
8/98-6/00

- Developed instructional units presented at the 1999 NCTE National Convention utilizing Word and PowerPoint.
- Taught Sophomore English.
- Coached students for University Interscholastic League (UIL) academic competition and directed District UIL competition.

Course Designer, Instructor, Mido Foreign Language School, Seoul, S. Korea
3/95-7/97

- Wrote, edited, and designed training aids, web pages, and course materials for an Intensive English program utilizing Word and FrontPage.
- Wrote, edited, and designed instructional materials and taught English and English as a Second Language to students aged 8-20 utilizing Word.
- Created templates and design standards for the institute.