Marty Hale-Evans

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Skill Highlights

- Applies principles and best practices of **instructional design** to educational materials. Experience developing curriculum, writing lessons, online coursework, video scripting, assessment.

- **Excellent verbal and written communication skills.** Experience with a variety of content for web and print.

- Knowledgeable about writing and editing to **different audiences** and **applying legal, globalization, and localization** specifications, unity in tone and voice. Expertise in **technical documentation**.

- **Manages production workflow** for teams, particularly in publication and release lifecycle. Excellent interpersonal skills. Familiar with **agile** processes, navigating complex projects, decision making.

- **Strong technical skills**, including proficiency with Microsoft Office, collaborative and CMS software including **GitLab**, **Jira**, and **SharePoint**. Basic **HTML, XML, and Markdown**.

- **Works well independently** and collaborates. Smart, organized, creative, analytical, self-starter, flexible, enthusiastic, proactive.

Experience

Instructional Designer
SkillUp Technologies, *September 2021 to June 2023*
Developed curricula and created content for learner-directed online courses. Subjects included technical concepts, management, and career development. Clients included IBM and Coursera.
- Created course curricula from concept, including lesson content and order, learning objectives, assessments, visual design, and accompanying content.
- Wrote lesson text, video scripts, visual content as slide decks to guide video development, and assessments.
- Provided peer review for other instructional designers and subject matter experts.
- Responded to client feedback and made adjustments and revisions as needed.

Instructional Designer / Technical Writer 3
Google (contract by Artech Information Systems) *March 2019 to December 2019*
Provided writing, editing, and instructional design for Google's Applied Digital Skills curriculum.
- Designed and outlined lessons, including scripts for educational videos and related educational content aimed at middle and high school students as well as adult learners.
- Performed developmental, content, and line editing on scripts and materials produced by other writers. Tested and edited demonstration procedures.

Technical / Academic Editor
Scribendi, Indigo Slate *November 2017 to September 2021*
Provided editing and proofreading services working on many different types of content, including technical documentation, web content, white papers, academic papers, and business reports.

Instructional Designer / Content Developer
McGraw-Hill Education (contract by The Creative Group & Allsource) *June 2015 to June 2017*
Provided instructional design, writing, editing, and content development to global publisher of educational materials.
- Applied instructional design principles and editorial best practices to address data-driven user needs in commercial product programs for instructor-led and individual instruction.
- Co-led content creation team for interactive staff training product for new employees and contractors. Worked collaboratively on end-to-end product development, graphic design, user experience, drafting and polishing text, building and testing, as well as project management in content development and planning, managing milestones in project plan, using analytics tools and research data, and publishing courseware.

- Designed and built engaging prototype content for higher-education products in fast-paced environment.
- Applied metadata tagging for company's content management system, enabling reusability.

Operations Manager
Healing Mountain Publishing *December 2013 to September 2014*
Managed hands-on daily information and process management for small publisher, facilitating and troubleshooting product sourcing and fulfillment.
- Created and managed knowledge architectures, internal communications and operating procedures.
- Acted as editor and proofreader for manuscripts, redesigned editorial and publishing workflows.
- Helped stakeholders design online learning projects, make branding decisions.

Technical Writer and Editor
Microsoft (contract by Content Master) *March 2006 to August 2011*
Wrote and copyedited content for developer training courseware (Microsoft Official Curriculum) and other digital and print content for multiple product teams.
- Edited to ensure accuracy to clients' specifications (product documentation, web content, marketing content and presentations, white papers, video and audio scripts, technical support, and knowledge base content).
- Produced deadline-driven work quickly and effectively, with high flexibility and ability to adapt under minimal supervision; committed changes to complex CMS.

Technical Editor and Writer
Microsoft (contract by various companies) *July 1997 to August 2011*
Provided technical content and copy editing as well as technical writing for several groups within Microsoft.
- Edited for technical content maintenance, legal specifications, grammar, consistency, usability, and adherence to company style standards.
- Applied consistent style and voice to internal and customer-facing software development documentation, digital content, white papers, video scripts, technical support content, marketing and customer research materials, UX and UI, instructional content.
- Worked with engineers on quality control and business needs for technical writing and copywriting projects.

Author and Developmental Editor
Wiley Publishing (Freelance) *September 2010 to August 2011*
Co-authored *Mindhacker: 60 Tips, Tricks, and Games to Take Your Mind to the Next Level,* released in 2011.
- Wrote and researched several chapters of original content for inclusion.
- Developed writing and provided content and copy editing for all material in book.
- Provided project management strategy, recruited and managed contributors.

O'Reilly Media (Freelance) *April 2005 to January 2006*
Edited and wrote for *Mind Performance Hacks: Tips & Tools for Overclocking Your Brain*, released in 2006. Book has sold over 100,000 copies worldwide, in six languages.
- Provided project management strategy, recruited and managed contributors.
- Wrote and researched several chapters of original content.

Education

Master of Library and Information Science
University of Washington Information School, *graduated June 2014*
Classwork in information architecture and administration, information technology and analytics, knowledge management, information sharing behavior, research and reporting skills, social media strategy, taxonomy and metadata, collection management skills.

Certifications
Jira Fundamentals (Atlassian), Introduction to Agile Development and Scrum (Coursera), How to Design an Online Course (Coursera), How to Create Engaging Videos (Coursera), Coursera Learning Design Consulting (Coursera)

Bachelor of Arts in telecommunications/broadcasting
University of Kentucky
Classwork in journalism, communications, fine art, computer programming, and French.