

# Alexandria Dolezal

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Advertising Marketing Sales Trainer/Associate, Web Multimedia Producer, Corporate Computer Trainer, Tech Support and Install Team Member, Museum, Theatre & Non-Profit Membership & Development Associate - Experienced, Diverse Technical Skills, Good People Skills, Able to Travel

Available for: Broadcast Sales, Advertising, and Marketing Production and Systems Support on pitches, presentations, and other projects. Web and Multimedia Design & Production, Training Development and Presentation, Executive Computer Coaching. Project Team Kiosk/Display/Computer Installations, Physical Setup, and Software Installation. Website & Software Development, QA and usability testing.

Objective: To prepare printed, web, live, and video presentations that are easy to understand, persuasive, and fun for the intended audience. To make computers and websites easier to use. To insure that the best-laid plans don't fail to meet their objectives through poor implementation and follow-through in project rollouts.

Recent Experience: 2000-2001, Multimedia Web Producer, NBC5.com - NBC 5 Chicago's website

Web Design and Production using OMI Oracle-based content management system. Graphics design and production using Adobe Photoshop, Premiere, Illustrator, Image Ready, and Acrobat. HTML coding using BBedit and Acrophilia text editors. WYSIWYG editing using primarily Front Page, with some use of GoLive, SiteMill/PageMill, and just starting to work more with Dreamweaver and Flash. Produced & Designed Templates, Pages, Graphics, and HTML & Javascript coding for NBC5.com and NBC Intranet websites.

1991-2001, Information Technology Consultant, NBC TV Stations Division

Senior Training Consultant and Training Manager, Member of Planning, On-site Installation and Implementation Teams. Technical & Sales Support for NBC TV Stations Sales and Marketing Teams. Installation and Support of TVScan, Donovan, and Enterprise Sales & Traffic Systems. Web & Desktop Publishing, News and Sales Systems, Station Operations, Digital Video and Animation Specialist.

Worked with a team of 7 people to oversee the planning, installation and implementation of new Macintosh and Windows NT Desktop Systems for 13 Television Stations and 12 National Sales Offices. Everything from basic office applications through Digital Video and Animation Workstations. Portable and desktop systems were connected to Novell networks, AS/400 and mainframe systems, DEC Vax based news systems, and internet, on-line, and remote access capabilities. Lived in 7 of the 13 locations for 2-3 months each, other locations for 2-4 weeks each, to install systems and conduct systems and application training for the computer users. Developed and implemented a plan for follow-up training return visits to the TV Stations in cities across the US. Developed Courses and worked with documentation supervisor to produce printed, on-line, CD-ROM, and web-based reference materials to supplement class examples for all Mac and Windows Operating System classes, and Microsoft Office, WordPerfect, and Adobe Graphics software classes.

Previous Experience: 1991-1992, Independent Training Consultant, Chicago and New York.

Conducted 1-3 day training classes for various training companies, computer resellers, corporate clients, and publishing consulting firms. Productivity Point, Crawford and Associates, Businessland/JWP/Entex, NBC, Kraft

1981-1991, Independent Training Consultant, New York City

Developed and conducted custom training programs to accompany conversion to Macintosh-based publishing and presentation systems. Setup systems and conducted training on their use in various industries. Publication Directions, Businessland, Computer Factory, Microcomputer Publishing Center, Prentice Hall, Parade Magazine, Time and Sports Illustrated Magazines. Young & Rubicam, Ogilvy and Mather, SSCB Lintas, Advertising Club of New York, Misco Office Supplies Catalog Division, Merck, Pfizer, and Sterling Pharmaceuticals.

1974-1986, Theatre, Music, & Arts Management Associate - New York City, Rockford, Illinois, and Eastern Iowa

Marketing, Audience & Financial Development, Box Office and Membership Administration; Choreography, Direction, Tech Production, and Student Supervision - Manhattan Theatre Club, Circle Rep Theatre, Alvin Ailey Dance Center, Joffrey Ballet Summer Residency at the University of Iowa, Phantom Regiment, Emerald Knights, and Colts Drum & Bugle Corps, Washington and other Community Theatres, Alburnett, Solon, and Mt. Vernon High School Music Departments, Mt. Vernon and Iowa City Parks and Recreation Depts.

Operating Systems: Macintosh, Windows, and Dos.

Software: Quark Xpress, Adobe Photoshop, Illustrator, Premiere, After Effects, and Acrobat  
Microsoft Office for Windows, NT, and Macintosh.  
Powerpoint, Word, Excel, Access, Outlook, Exchange  
WordPerfect for Macintosh, Windows, and DOS.  
Filemaker, Aldus/Adobe Pagemaker and Persuasion.  
Macromedia Director, Freehand and SoundEdit.  
Front Page, GoLive, PageMill/SiteMill, Dreamweaver, Flash  
Fractal Painter, Framemaker for Next.  
Avid Media Composer, Media 100, Electric Image,  
On-line and Internet Access, Netscape, AOL, CompuServe  
Modem setup, troubleshooting, and TCP/IP Configuration.

Recent Training Courses Completed:

- Supporting & Administering Windows NT 4.0 - MCSE track
- Internet World '95 Webmaster Training 3-day program
- NAB Pixels to Pictures - video imaging/compression technology
- Broadcast Designers Digital Technology Workshop
- Adv. Prod. Tech. and Optimizing Web Graphics in Photoshop -
- Avid Media Composer - Advanced Editor Training
- Seybold New Publishing Technologies conference
- RACRMA - Marketing and Advertising New Developments
- Database and Client Server - Marketing on the Web seminar
- MacWorld Pro Conference for Corporate Mac Managers
- Avid News - System Administrator Course
- Training 99 - Training Managers Conference, various presenters
- Aquent/Lynda.com - 2001 Web Design Optimization and Best Practices Seminar