

# Julie Y Tausend – Manager of Instructional Technology, MS, MBA

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[www.julietausend.com](http://www.julietausend.com)

## Experience:

Manager of Instructional Technology  
*Pepperdine University*  
Nov 2012-Present, Malibu, CA

- Conducted weekly technology training to over 130 faculty and staff and evaluated results using *Kirkpatrick's Four Level Evaluation Model*
- Promoted instructional tools and methods to enhance teaching pedagogy
- Assessed skills of over 50 faculty and created technology usage plans
- Wrote detailed support documentation, marketing and training materials
- Designed curriculum for online professional program
- Redesigned office processes to optimize communications
- Led project teams to implement new technology and manage inventory

Instructor  
*Ithaca College*  
Aug 2012-Present, Ithaca, NY

- Designed course curriculum and content using *Bloom's Taxonomy*
- Used learning management system and lecture capture for course interaction
- Used social network activities to engage learners and host guest speakers
- Instructed and assessed over 25 students per term online

Player Relations / Training Consultant  
*Project Holodeck*  
*University of Southern California*  
Nov 2012-May 2013, Los Angeles, CA

- Coordinated International Exhibit at Trinity College, Dublin Ireland
- Interacted with players at exhibitions
- Designed "train the trainer" materials
- Managed media interviews and player Q&A during exhibitions

Instructional Designer  
*Stevens Institute of Technology*  
Sept 2008-Jan 2013, Hoboken, NJ

- Used *ADDIE Model* and *Adult Learning Theory* to develop training of eLearning tools to over 150 professors
- Assisted faculty in developing materials for 200+ online courses per term
- Wrote instructional manual, support materials, and reference guides
- Developed course review process and conducted reviews of 75+ courses
- Researched, assessed, and implemented instructional technologies
- Developed LMS course migration process and migrated over 400 courses
- Trained 150 professors within three months in the use of Moodle

Content Architect  
*eCornell*  
Aug 2007-Aug 2008, Ithaca, NY

- Integrated course content into online environment using HTML and XML
- Developed instructional design and content with design documents
- Performed needs assessment and corrected errors of online courses

## Consulting Experience:

Operations Manager *Survios Interactive*, 2013-Present  
Business Consultant *Matt of All Media*, 2012

## Additional Experience:

Receptionist, *Mid-Lakes Navigation Co.*, 2006-2007  
Event Planner *Florence Nightingale Foundation*, 2007  
Tutor *Cato-Meridian School District*, 2000-2005

## Education:

Master of Business Administration- Technology Management  
Concentration: Project Management  
Stevens Institute of Technology (NJ), May 2013

Master of Science- Management  
Concentration: Project Management  
Stevens Institute of Technology (NJ), May 2011

Bachelor of Science- Communications  
Instructional Design & Corporate Communications  
Ithaca College (NY), May 2008

## Proficiencies:

*Instructional-* Blackboard WebCT, ExamSoft, Jing, Moodle, Poll Everywhere, PowerPoint, Sakai, Facebook & Twitter for instruction, TWEN, TurningPoint, Design Documents & Storyboarding  
*Project Management-* Basecamp, Gliffy, Microsoft Office, Microsoft Project  
*Lecture Capture/ Web Conferencing-* Wimba, ATT Connect, Blackboard Collaborate, Panopto  
*Web Design-* Dreamweaver, Ektron, Flash, HTML, Photoshop, InDesign, WordPress

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## Presentations:

Presented “Engaging Faculty in the Use of Technology Without Using the ‘T’ Word” (2013) at the CALI Conference for Law School Computing.

Presented “Help! My Students are 3,000 miles Away! Using Social Media to Interact with Online Students” (2013) at EduSoCal Conference for Information and Educational Technology.

Presented “WebCampus Course Quality Audits: Providing Feedback and Gathering Best Practices Data” (2010) at the Sloan-C International Conference on Online Learning.

## Publications:

Contributing Writer (July 17, 2013- Present) *EdTech Magazine Focus on Higher Education*:

Distraction or Opportunity? A Guide to Embracing Technology in the Classroom. <http://tinyurl.com/jwkecy6>

Being an Instructional Designer. (2012). *Designing Effective Instruction* (7th Edition) by Gary R. Morrison. Wiley, John & Sons, Inc.

Effects of Interactive Multimedia in eLearning on Learners and Developers. (2008). *Papers from the 5th Annual Conference for Undergraduate Research in Communication*. Rochester Institute of Technology.

Publishes weekly articles on Educational Technology, Instructional Design, and Management. [www.julietausend.com](http://www.julietausend.com)

## Professional Organizations:

American Society for Training and Development, Computer-Assisted Legal Instruction, EduSoCal, International Society for Performance Improvement, Sloan-Consortium, United States Distance Learning Association

Founded *EdTech Meetup LA* (August 2013- Present). A regularly occurring face-to-face and online gathering for local Educational Technologists and Instructional Designers to meet and discuss trends in the industry.