SHANNON FITE IVERSON

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SUMMARY OF QUALIFICATIONS

Data-driven strategist who provides ideas, plans for achievement, and delivers results.

Outcome-oriented, solutions-focused leader with a business mindset who works well with teams to effectively manage resources, exceed goals, and meet deadlines.

Capable communicator with excellent social, written, verbal, and presentation skills that can effectively explain complex information to a range of audiences.

EDUCATION

Ph.D.   **Educational Psychology, 2003 | Emphasis: Curriculum, Adult Learning, Instructional Design**
College of Education and Human Development | Texas A&M University | College Station, Texas
Dissertation: Influences on Learner-Learner Interaction in Online Classes

M.Ed.   **Educational Technology, 1997 | Emphasis: Integrating Technology into Instruction**
College of Education and Human Development | Texas A&M University | College Station, Texas

B.S.   **Biomedical Science, 1995**
College of Veterinary Medicine & Biomedical Sciences | Texas A&M University | College Station, Texas

PROFESSIONAL EXPERIENCE

Co-founder and co-owner, Twisted Sisters Productions, twistedsistersproductions.com
2014 – present
- Project-based, turnkey event planning consultant for western events
- Develop marketing materials, budgets, and business strategies to achieve goals for each event
- Negotiate contracts and proposals with venues, employers, and sanctioning groups
- Conduct all pre- and post- event reporting
- Program and implement a transparent, accurate, and real-time results and payout system

Manager, Training Development & Administration, Heat Transfer Research, Inc., College Station, Texas
July 2007 – July 2019
- Negotiated and organized onsite training globally for the HTRI customer base, including executing contracts for venues, travel, instructors, and training requirements
- Managed a budget focused on promoting customer growth and retention that generated over $500,000 revenue annually
- Used instructional design principles to collaborate with mechanical and chemical engineers to develop highly technical training curriculum on proprietary HTRI software and heat transfer concepts (face-to-face and online)
- Lead many content development projects simultaneously, working with different subject matter experts and content areas with staff and customers located around the world
- Aligned training program with IACET (International Accreditors for Continuing Education and Training) accreditation
- Supervised consultants, vendors, and full-time employees in training, marketing, and editing operations
- Developed content using tools such as Adobe Creative Suite, Adobe Captivate, Microsoft Office, and Camtasia

Instructional Designer, Cardinal Health, Houston, Texas

May 2006 – June 2007

- Designed and implemented training programs, courses and activities aligned with Joint Commission accreditation standards
- Provided training-related customer service to customers
- Coordinated with the web services group regarding design, development, implementation, and maintenance of the business intranet
- Developed courses and training activities delivered through face-to-face, web-based, and/or blended approaches

Network Administrator, College of Education and Human Development, Texas A&M University, College Station, Texas

January 1998 – May 2006

- Provided the leadership and managerial duties related to computer support, including supervising full-time and part-time employees in all capacities
- Assisted faculty members with pedagogical and instructional design issues pertaining to online course development, while fostering collaborative initiatives among faculty members who are using technology to teach their courses
- Managed the IT budget for the College of Education (Dean's Office); made budgetary recommendations to departmental leadership for IT expenditures and planning
- Worked as network administrator and desktop computer support specialist for four departments, including research centers, within the College of Education and Human Development
- Facilitated software and hardware training
- Participated in technology troubleshooting and planning
- Served on various committees throughout the university related to computer support job responsibilities