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CV

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<http://globallearningframework.ning.com>

Tags: Instructional Designer, Faculty Training, Management, eLearning, Adult Learning, Strategy, Marketing, Mentoring, Global Learning Framework, Create Design, Poverty Transformation, Corporate, K-12, NGO

Overview:

- 25 years experience with technology learning in corporate, NGO and K-12 industries
- International learning program development with organizations ranging from IBM, Microsoft Certification Program to UNESCO and K-12 US Schools
- Educator/NGO coaching including train-the-trainer youth community program development
- Breakthrough transformational learning methods using technology from Ning/YouTube communities, Adobe Suite to iBooks
- Leadership skills with international speaking, papers and author

Skills:

- Instructional Design and Technology Masters of Science, graphic design, video/sound editing, eLearning content development, strategic business planning, social communities, STEM and trauma curriculum, social community Ning creator, eLearning LMS, online marketing campaigns, product development, sales training, product evangelizing, start-up management, channel marketing, creative campaigns, industry analysis and branding

Methods:

- ADDIE, Adult Learning, Project Based Learning, poverty/trauma transformation, class management, educator PowerPoint collaboration, STEM curriculum development, cultural change, African NGO collaborative development
- Integration of tech education with motivational curriculum
- Collaborative community development

Tech Skills:

- Adobe Creative Suite, Articulate, Camtasia, Captivate, Gliffy, Lectora, LMSs, iMovie, Microsoft Office, Screenflow, includes video and audio editing

Chrysalis Campaign, Inc Sr. Consultant – Founder/Developer

2010 - Present

Mission: Community transformation by knowledge empowerment

Background:

- Chrysalis Campaign, Inc. developed the Global Learning Framework community site and the current project, "I am Africa. This is my story..." digital storytelling contest with UNESCO Power of Peace Network
- Chrysalis has developed Learning Center technologies for USA Homeless Rescue Mission
- Developed the Global Learning Framework
- Instructional design programs included: UNESCO digital storytelling network, Homeless women, "Discover Your Gifts" curriculum program, STEM Robotics collaborative classroom course, African NGO online Aqua Farmer course, Online Four Stroke Engine multimedia course and multiple international webinars

Ridgefield CT School System, Instructional Paraprofessional/Substitute Teacher

2011 - Present

- The Ridgefield School system used me in every school, from K through 12 including special education and AP college level courses
- Long term paraprofessional assisting in the Ed Tech classes of automotive, material sciences and robotics
- Teamed up with the teacher to develop multimedia content to alter attitudes of students in the classes and experiment in class management
- These breakthrough lessons became part of my Masters research for Full Sail University that can be reviewed at www.richarddesign.com

Chrysalis Marketing – Corporate Strategic Learning Consulting

1986 - 2010

- Chrysalis Campaign/Marketing providing 16 years of learning and development experience
- As a senior consultant, I have developed aggressive education and marketing programs for companies such as: Sun Microsystems, Bascom, Healthcare Compliance Systems, American Management Association, ThoughtWare Technologies, Mentergy, Graduate School USDA, TechRepublic, Michigan Virtual University, LeadingWay, Global Learning Systems, Windows NT Magazine, Catapult/IBM Learning Services, International Data Corporation, Interliant Education Services, University of Phoenix, Oracle, NETLAN Technology Center, Powersoft-Sybase and Global Knowledge Network (Digital Learning Services), Lotus Development, Microsoft and Symantec

Education Connection, Adult Learning Instructor

2013 – Present

Projects: Chrysalis Campaign, Inc. (Learning NGO)

- **Developer Global Learning Framework:** These theories and methods used in the projects listed below have been published in multiple international journals and conferences
- **Poverty Curriculum:** Developed eight transformational Adult Learning lessons called “Discover your gifts” using a variety of literacy and discussion based methods
- **UNESCO Learning Portal:** Developed an online community portal and downloadable tool kit workshops, delivered workshops in Zambia and Lesotho that went viral into other countries
- **US High School Automotive eLearning STEM courses:** Developed a full multimedia Captivate 7 eLearning course on Four Stroke engines that include contextual video on why you should become a mechanic
- **US HS Material Science Safety Video:** Used to demonstrate to faculty how an iPad can be used to instruct impactful video presentation, observable response of how student approached and used commercial grade shop equipment
- **Africa NGO promotional Video:** Compiled personal photography and sounds of Kenya’s Rift Valley in to a promotional Vimeo about why to teach in Africa

Clients: Chrysalis Marketing (Strategic consulting)

- Chrysalis Marketing is a high level strategic consulting and full agency with services specializing in the training and eLearning industries
- Services range from corporate repositions, brand, learning product development and massive channel training programs
- Transformational channel training programs (Seminar in a box) were developed that resulted in wide spread global and small vertical market successes
- Clients Include:
 - BASCOM, Strategic Consultant: American Management Association, Healthcare Compliance Systems, Global Knowledge Network , IBM Learning Services – Catapult, LeadingWay, Lotus Development, Microsoft Education, PeakSkills Learning Systems, Oracle, Sun Educational Services Sun Microsystems, Sybase/Powersoft, Symantec, ThoughtWare

NETLAN Technology Center - NETLAN, Inc. - President

- As President, wrote business plan to develop NETLAN Technology Center
- At Netlan’s request, four years later upgraded that plan and re-branded the company a second time
- Strategic partnerships with Lotus Notes and Microsoft were developed
- Developed a seminar program with the following results: Direct mail campaigns for Free Information Seminars yielded up to a 9% return
- Sales increased 34%

- Margins rose substantially
- Service business increased from 12 % to 32% of overall sales
- Corporate sales database grew from 234 to 11,000 names
- Over 2,000 attended NETLAN Technology Center events
- Over \$53,000 in vendor assistance in marketing funds was received the first year the NTC opened
- Acquired over 780 leads in a Novell trade show with 1,100 attendees

Chrysalis Campaign, Inc.	2010 – present
Ridgefield, CT School System, Instructional Paraprofessional/Substitute Teacher	2011 – present
Chrysalis Marketing – Strategic Learning Consulting	1986 – 2010
NETLAN Technology Center, Director NTC	92-94
Keane Inc., Marketing Manager	85-86
MCI International, Software Marketing Manager	84-85
General Electric Information Services, Senior Marketing Representative	83-84

Education:

Instructional Design and Technology, Master of Science, Full Sail University, Orlando, FL	2015
Human Development, Bachelor of Science, Empire State College, Saratoga, NY	1976

Publications:

Publications, presentations and conference recording available at www.richardclose.design.com.