

ELIZABETH R. DEGEORGE

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SUMMARY OF QUALIFICATIONS

PRINT MEDIA MANAGER

Management of editorial, production, pre-press, and fulfillment processes for printed publications, primarily utilizing a PDF workflow. Print media examples includes curriculum manuals, annual reports, academic and research reports, newsletters, flyers, brochures, conference materials, software and hardware packaging and boxes, and large-scale graphics.

MULTIMEDIA PROJECT/PRODUCTION MANAGER AND MEDIA ASSETS COORDINATOR

Management and coordination of multimedia title development including content planning, writing, editing, planning, development, and coordination of visual elements, replication/duplication oversight, and product fulfillment and delivery. Experience includes CD development utilizing a range of authoring tools including Director and browser based tools; Web site development and management, and PowerPoint based presentations. Supervised the creation of Web delivered, database-driven assessment and tracking applications as well as simpler CGI-driven response systems.

Management of Access and Web-based archive database and archival processes.

SOFTWARE AND HARDWARE PROFICIENCY

Software: Microsoft Office Products, Adobe Products to CS3 (Photoshop, Illustrator, InDesign, Acrobat Professional, Macromedia Adopted Products including Dreamweaver, Flash, and Fireworks), Enfocus Pitstop Professional, Microsoft Project, RoboHelp, IBM HotMedia, PaintShopPro, FTP Transfer programs, Format Conversion, Password Security Programs, Articulate Engage, Articulate Presenter, Basic Mac I-Programs.

Hardware: Primarily IBM/PC, Macintosh for sound and video editing.

PROFESSIONAL HISTORY

THE UNIVERSITY OF TENNESSEE COLLEGE OF SOCIAL WORK OFFICE OF RESEARCH AND PUBLIC SERVICE

2001–PRESENT

ASSISTANT DIRECTOR FOR PUBLICATIONS AND MEDIA TECHNOLOGY (FORMERLY PUBLICATIONS MANAGER)

- Supervised a team of four to six people in the development, editing and formatting, production, and shipping of approximately 200 projects each year. These projects were as complex as multi-volume training manuals, and as simple as single page brochures. Managed budgets and developed estimates.
- Supervised the creation and/or redesign of and maintenance of many Web sites or parts of Web sites for the University and for Departments serving the State of Tennessee as well as numerous other clients.

- Supervised the creation of CD-based supplementary materials to accompany printed reports and manuals. Supervised CD replication and duplication.
- Supervised the creation of online instructional modules designed to supplement training workshops and courses. Developed major instructional modules for the Tennessee Department of Human Services, training in computer use, application use, and policy compliance.
- Provided technical training to authors, managers, and trainers on the subject of efficient and effective publication and communication, including the use of hardware, software, and components of operating systems.
- Worked with a team of software developers and graphic designers in producing several computer applications for the Tennessee Department of Human Services, including an online calculator for figuring food stamp allotments and an online assessment and testing application to serve needs of training and certification.

*INTERNET PICTURES CORPORATION (IPIX), OAK RIDGE, TN
(Internet Imaging Company Specializing In 360-Degree Images)*

1995–2001

SENIOR PROJECT MANAGER – WEB SITE DEVELOPMENT

- Supervised over 100 project requests for major corporate Web site changes in the period of six months including updating product offerings, presenting press releases, and developing online features
- Provided quality assurance and editing for project content and Web code changes

SENIOR PROJECT MANAGER – SALES AND MARKETING MULTIMEDIA AND PRINT MEDIA SUPPORT

- Supervised creative production of over 200 multimedia demonstration projects during a two-year period, delivered on time and within budget
- Managed Replication/Duplication of more than 30,000 CDs for Sales and Marketing purposes
- Worked with project database from its inception, developing data archive that grew to over 1,000 CDs in size (700GB), managing much of the soft and hard data collection and the file retrieval process. Typically a request for data could be fulfilled in a day's time
- Researched and purchased several data systems from jukebox duplication/management systems to robotic duplication/labeling systems
- Headed a creative and production team who designed and implemented a packaging campaign for iPIX software and hardware products, encompassing six major software products with manuals and three box size treatments
- Assisted graphic designers and marketing personnel during the development and rollout of a new logo and branding campaign
- Brought together resources from in-house and outside sources to design and produce Sales and Marketing assets for trade shows and other campaigns including print flyers, brochures, door hangers, postcards, and large scale graphics

IPIX STUDIOS TRAFFIC MANAGER

- Supervised three project managers overseeing traffic for the following operations: Web Site Development, Sales and Marketing Support and Revenue Generation
- Supervised more than twelve image specialists working on projects related to the three operational categories

PRODUCER/WRITER - MULTIMEDIA CD TITLES

Frank Lloyd Wright's *Fallingwater, An Interactive Tour* published by Omniview and Distributed by Western Pennsylvania Conservancy. Publicized in Preservation Magazine.

A Walk in the Footsteps of Jesus published by iPIX and Distributed by Parsons Technology

HOMEMAKER—MOTHER OF FOUR

1984–1995

CHINESE CULTURAL AND COMMUNITY CENTER, PHILADELPHIA, PA

1975–1984

ACTING DIRECTOR

- 1984—Overall supervision of agency offering cultural and social service programs to Chinese and non-Chinese population of Philadelphia

ASSISTANT TO THE DIRECTOR

- Developed and submitted successful grant proposal to private, corporate and governmental funding agencies
- Prepared press releases and managed media campaigns
- Supervised cultural and social service staff including VISTA volunteers

OTHER

1972–1984

- Youth Counseling
- Writing/Editing for local newspaper

EDUCATION

BS—Biblical Sciences with Minor in Social Work
Philadelphia College of Bible
Graduated Cum Laude, National Merit Scholar

MISCELLANEOUS

Periodicals: Wired, Technology Review, eDocument, Business Week, eWeek, Technology & Learning, InformationWeek

ListSrvs: UT Webforum, Pitstop Pro, UT Campus Communicators

Online Newsletters: eWeek, Marketing Professionals

ONLINE E-PORTFOLIO

My published work is recorded in my professional electronic portfolio at: <http://eduspaces.net/betsyd> with my extended profile at: http://eduspaces.net/profile/extended.php?profile_name=betsyd

My publications and professional activities are recorded in blog format with the newest artifacts at the top: <http://eduspaces.net/betsyd/weblog>