

Kelly Michael Stewart
Nashville, TN metro area

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**web analyst, project manager, account manager, trainer, technical writer, visualizer,
and grammar mechanic in e-learning and e-marketing
for software, marketing, and healthcare companies**

Experience

Web Consultant, freelance, 2001-present

- Develop software and Web site strategy, including technical specifications, business needs, and user stories
- Produce and manage Web sites including interface design, photography, copywriting, and coding
- Market client Web sites with SEO, email marketing, online ads, and follow through analytics
- Create print and online software training tutorials and technical user documentation
- Staffed, developed test plans, and reported on outcomes for quality assurance labs
- Organizer of the first BarCamp Nashville and a co-founder of PodCamp Nashville

Interactive Reporting Manager, iostudio, 2009-2011

- Analyzing and reporting on website, campaign, and conversion performance using Adobe SiteCatalyst (formerly Omniture SiteCatalyst), Google Analytics, RavenTools and MySQL
- User experience analysis
- Social media strategy and reporting on social sentiment
- Technical writing and documentation

Client Account Manager, Responsys, 2007-2008

- Responsible and accountable for all aspects of assigned book of email service provider clients
- Advocate for client's satisfaction, marketing strategy, and email metrics
- Grow revenue within assigned clients

Project/Account Manager, Duthie Associates, 2006-2007

- Project/account manager for healthcare clients such as HCA
- Managed development of e-learning content; directed writers, programmers, designers, and client subject matter experts

Client Relationship Manager, DigiScript, 2005-2006

- Project/account manager for pharma clients such as Wyeth Research, sanofi-aventis, and Abbott Labs
- Managed development of e-learning modules, live meeting captures, and audio learning programs
- Published the first podcast products for the company

Senior Vice President & Product Manager, SmartDM, Nashville, 2003-2004

- Product manager for CRM/emarketing software; defined, developed and documented business rules, system requirements, and software test plans
- Sales engineer for key prospects; wrote detailed responses to RFPs
- Developed and delivered computer training courses to sales staff at eleven NBA teams
- Led internal team that Forrester Research called a "Strong Performer" in 2004's *The Best Email Marketing Service Providers*
- Instrumental in landing clients such as Madison Square Garden and the NBA

Director of Training, National Seating and Mobility, Nashville, 2003

- Led employee training department
- Developed online and offline healthcare training modules and tracked compliance

Director of Technical Services, Anode, Nashville, 2002

- Managed programming, quality assurance, and customer support teams

Senior Sales Engineer, Kana Software, 2000-2001

- Developed and delivered custom demonstrations of Kana's CRM software to prospects
- Technical resource during sales process; wrote extremely detailed responses to RFPs
- Developed technical sales training programs and delivered to sales staff
- Instrumental in landing contracts with Sprint PCS, Citigroup, Cingular, LEGO, and BellSouth

Producer, Live Webcast Events, HealthStream, Nashville, 2000

- Product manager for HealthStream's synchronous, Web-based continuing medical education events
- Defined user requirements and developed detailed software specifications
- Developed and broadcast live, streaming media-based interactive courseware to physicians
- Managed multiple teams including thought leaders, commercial supporters, video producers, pharma marketing managers

Director of Sales, HealthStream, Nashville, 1998-1999

- Qualified leads, delivered onsite capabilities demonstrations, defined scope and budget, produced proposals, and managed accounts through project completion
- Landed several high profile contracts including Searle, AstraZeneca, TCS (now Aspect), Harcourt, Glaxo Wellcome
- Developed print and multimedia marketing programs

Director of Interactive Development, HealthStream, Nashville, 1993-1997

- Managed custom Web site, CD-ROM, and online courseware development for clients including Columbia/HCA, MCI WorldCom, Bridgestone/Firestone, Fleetguard, Mosby
- Established project scope, timeline, and budget for clients and sales department
- Recruited, interviewed, hired, trained, and managed production team members
- Managed production department to profitability
- Project manager for new media products

Director of Media Lab, Willis Corroon, Nashville, 1991-1993

- Evangelized and produced multimedia products for the global insurance brokerage firm

1989-1991: **Creative Development Specialist, Software Solutions & Support, Nashville;**

Graphic Designer, Saturn Corporation; Creative Services Manager, Digital Image, Nashville

Additional Accomplishments

- Contributed to several books including *Electronic Marketing* and *Macromedia Shockwave for Director*
- Interviewed for *The New York Times*, *Wired*, *Web Developer* magazine, *San Jose Mercury News*, *Computer User*, *Nashville Business Journal*
- Published articles in Brandon Hall's *Multimedia & Internet Training Newsletter*, *The Journal for Instructional Delivery Systems*, and *Nashville Business Journal*
- Garnered *NewMedia* INVISION and American Advertising Federation ADDY awards and projects have been featured on CNN and in *Print* and *Graphis* design annuals
- Speaker at industry events including Macromedia User Conference, MACWORLD, American Society for Training and Development, and Society for Applied Learning Technology
- Judge, International Technical Art Competition sponsored by Society for Technical Communication
- Developed and delivered classroom software training programs

Education

Vanderbilt University, B.A., 1989, Self-designed interdisciplinary major grounded in Communications and Fine Arts; internship at Buntin Advertising; worked as graphic designer for the university student center