

# Cathleen M. Cuciniello

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## PROFILE

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Self-motivated and enthusiastic instructional designer with experience creating and delivering effective learning solutions. Employs instructional design models and adult learning theory to develop engaging learning resources that fill knowledge gaps and support business goals. Excited to tackle new challenges, comfortable leveraging technology and a collaborative colleague with a strong work ethic.

## PROFESSIONAL EXPERIENCE

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### **Development Assistant | Instructional Designer**

Fulfill - The FoodBank of Monmouth and Ocean Counties, New Jersey

2019 - Present

Enter donations in Blackbaud Raiser's Edge database system. Coordinate production of donor thank you letters.

Expanded role to use instructional design skills to support organizational needs.

- Author e-learning programs to educate students and adult volunteers
- Create procedures and job aids for database management to educate future employees
- Train volunteers for mailings and special projects to increase efficiency
- Resolve donor issues and target prospects for additional marketing and follow-up
- Accelerated the entry of gifts and grants to keep pace with a 150% increase in dollars donated

### **AAA Magic Creator, Independent Travel Agent**

AAA Club Alliance, New Jersey

2013 - 2021

Collaborate with clients to create memorable vacations. Analyzed accommodations, air fare, theme park tickets and transfer options for Disney properties, Universal Orlando and SeaWorld.

- Evaluated travel options and maximized discounts to save clients \$100's of dollars
- Instructed clients on use of the My Disney Experience website and mobile application
- Designed personalized itineraries and checklists
- Expanded client base to multiple states based on referrals

### **Independent Consultant**

Creative Memories, New Jersey

2006 - 2013

Marketed traditional and digital scrapbooking products. Advised customers on product purchases. Demonstrated products and techniques at workshops.

- Developed sales presentations for get-togethers and marketing events
- Taught customers scrapbooking techniques
- Provided technical support to customers for digital products

## EDUCATION

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### **Master of Science, Instructional Design**

Quinnipiac University, Hamden, CT

### **Bachelor of Arts, Economics**

University of Notre Dame, South Bend, IN

## LICENSES & CERTIFICATIONS

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### **Service Essentials: Owning the Service Moment**

Disney Institute

### **Storytelling Tour**

Vyond

### **Adobe Captivate Essentials Training, Learning Audacity, Instructional Design: Needs Analysis, Instructional Design: Storyboarding, Instructional Design: Models of ID**

LinkedIn Learning

## SKILLS

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Effective Learning Design	Needs Assessment	Concise Writing	Strong Verbal Communication
Collaborative Projects	Problem Solving	Managing Priorities	Detail Oriented

## TECHNOLOGY

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Microsoft Office	Google Suite	Articulate Rise	Vyond
Camtasia	Adobe Captivate	Adobe Photoshop	Audacity

## VOLUNTEER SERVICE

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### **Treasurer and Event Chairperson**

Ranney School Parents Association, Tinton Falls, NJ

2004 - 2018

Managed budget of \$100,00 annually. Ran events to encourage parent engagement in the school community and raise revenue for capital improvement projects.

- Revamped the budget reporting system to improve integration with school finance office
- Generated \$20,000 in Book Fair sales annually despite declining enrollment
- Trained Book Fair volunteers on computerized inventory management system and sales strategies
- Designed marketing materials to encourage sales and attendance at events