

Douglas E. Marlowe

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Website: www.catalystvs.com - - www.catalystvs.com/Doug

Summary:

Experienced and effective instructional systems designer, technical writer and educator.

Relevant Skills:

Microsoft Office

- Word (letters, reports, flyers, manuals, articles, web forms, resumes and more)
- Excel (financial analysis, databases, auto filtering, pivot tables, gantt charts)
- Outlook (email, contact management, calendar sharing, use with PDA)
- PowerPoint (animations, web pages, sound, graphic design)
- Visio (network diagrams, graphic design, technical illustration)
- Internet Explorer (security, cache, history, favorites, accessibility,)
- Publisher (business cards, postcards, manuals)

Instructional Design

- Interviewing, Needs Analysis, prototyping, storyboarding, production, usability testing, analysis, assessments
- Flash and Swish interactive exercises
- Facilitator and Participant's guides
- Presentations
- E-Learning, both synchronous and asynchronous
- Instructor Led Training

Graphic Design

- Photoshop, Visio, Adobe Illustrator, Macromedia Freehand

Web Design

- HTML coder since 1994
- FrontPage, Dreamweaver
- Flash & Swish

Business Skills:

Product Management:

Barter for buy-in from other business units; Pit Bull with budgets and schedules.

Revels in the conception, birth, life and passing of products. Obsessive focus on managing existing products while also digging for new opportunities. Juggles well.

Financial Management and Analysis:

Forges feasibility studies from project financials; Ignites team energy to maintain revenue projections.

Business Development:

Digs and discovers hidden market potential. Crafts practical business plans based on realistic returns.

Training and Education:

Entertaining educator; Converts 30 years of technical and business management into relevant knowledge. Professional Instructional Designer.

Management:

Insightful interviewer, Defender of Professional Development budgets. Motto:
"Build a culture and they will come."

Sales & Marketing:

Persistent prospector of potential; Querulous qualifier and careful closer. Credible proposal writer, Entertaining and effective presenter.

Employment:

September 2001 – Present

CVSI, Naperville, IL – Senior Consultant

Technical Writing for the Cable TV industry.

- VoIP training manuals for NCTI and Cox Communications
- Broadband Learning Live – Over 30 webinars on broadband technology and opportunities.

Instructional Design

- Developed thirty hours of e-Learning for State Farm Insurance
- Wrote VoIP training manuals for cable TV industry

Author of A+ Customer Service:

- Authored a series of over 30 published articles related to improving customer service in the call center and face-to-face sales. .

Web and Advertising Designer:

- Developed multimedia websites
- Designed and produced high-quality 4-color advertising

Home and Office Networking:

- Installed Wireless Networks
- Provided continuous customer care on all aspects of computer use

February 2000 – September 2001

Dark Fiber Solutions, South Plainfield, NJ – Vice President

Business Development:

- Launched a new business unit for Radiant Communications.

Sales:

- Closed two contracts with major Cable TV MSOs for joint development of their excess spare dark fiber.

Engineering:

- Team developed statewide distance learning network to 71 communities throughout Nebraska (2+ Millions of dollars in contracts).
- Designed and sold gigabit Ethernet networks.

November 1996 – February 2000

AT&T Broadband (Formerly TCI), Chicago, IL – Sales Engineer

Sales:

- Prospected, developed and sold over 8 million dollars in new service contracts for ATM networks throughout the five state Midwest region.
- Provided financial analysis and sales proposals. Made customer presentations

Design and Engineering:

- Designed and built ATM/SONET networks using TCI's spare dark fiber.

- Designed and built cable modem networks for school districts using Zenith and LANCity equipment.
- Managed a 270-mile cable plant supporting over 80 customers.

January 1994 – November 1996

Catalyst Video Systems, Inc. – Senior Consultant

- Designed and built multimedia classrooms.
- Sold video conferencing systems and peripherals.
- Established distribution channels for two video conferencing manufacturers

February 1992 – January 1994

Anixter International – Director, Technical Services / Broadband Product Manager

Business Development:

- Built a new business unit that was sold to Ameritech for 200MM.
- Firmly established Anixter as a premier source of technical support
- Created new revenue streams
- Negotiated margins on the resale of services, the invisible product.
- Established policies and procedures where none existed before.

Engineering Management:

- Hired four network engineers
- Established policies and procedures for working with sales and marketing
- Ran a Profit and Loss department
- Sold the company on the use of a corporate sales engineering resource.
- Standardized sales engineering practices and charges to the divisions

Product Management:

- Wrote all catalog copy illustrating features and benefits.
- Inventoried the warehouses and wrote off old inventory
- Renegotiated prices with vendors
- Found alternate sources of products
- Added new products and vendors
- Established P&L guidelines and reports.

Education:

Rochester Institute of Technology, Rochester, NY

Bachelors of Science: Engineering (Imaging and Signal Processing)

George Washington University, Washington, D.C.

Data Protocols (post graduate week long seminar)

Certifications:

- NCTI – Fiber Optic Technician
- LANCity

Publications

- A+ Customer Service – Over 30 articles on enhancing workplace performance
- Broadband Learning Live – over 30 1-hour webinars on technology
- Applications Notes for www.rccfiber.com