

Michael C. Phares

4605 Crosshaven Ct. • Weldon Spring, MO 63304-0500

Cell: (314) 503-4090 • Fax: (636) 498-6666

Email: pharesmc@gmail.com / emergencyservicesllc@gmail.com / phares@webster.edu

RESUME

Employment History

Emergency Services, LLC, St. Charles, MO

August 2005 – Present

Emergency Services is a consulting and marketing/media/training production company.

Instructional Designer/Content Developer. Charged with developing training courses for the Fire and EMS services delivered online through Firerescue1.com and EMS1.com, learning content management systems. Skilled in the ADDIE, SAM (Agile), Kirkpatrick's 4-Step Process, and Dick and Carey course design models, Bloom's Taxonomy, multiple stylesheets, LMS maintenance/content updating, etc. Provision of voiceover services for online courses. Experience with Storyline 2 (Articulate); familiar with Captivate. Skilled in project management. Proficient in content development, working with content matter experts and editing their material into cohesive, accessible training courses. See complete software list at the end of this resume. Clients available upon request.

UX Interaction/Web Designer. Web and work process/user flow development using user research, wire framing, prototyping, A/B and usability testing, navigation paradigms, liquid layouts, grid systems, and web patterning and controls, analysis and tracking goals, and iteration. Skilled in Adobe Creative Suite (PhotoShop, InDesign, etc.). Windows PC platform. Software used: Axure, Just In Mind, Sketch.

All-media Content Developer. Production of all print and broadcast media with an emphasis on video-based productions and online services. I can shoot video, edit video and audio, do voiceovers, desktop publish, and am an expert at content development, producing marketing/product presentations, and communications in multiple media; PowerPoint, video, training formats, etc. See my portfolio, hand-coded in HTML/CSS, at www.emergencyservicesllc.com and here built in WordPress, at <https://emergencyserviceswordpress.wordpress.com/>

Working Fire Training Systems, St. Louis

August 2005 – January 2015

Div. of Emergency Services, LLC, St. Charles, MO

Owner/President/Executive Producer. Purchased Working Fire Video Training as Working Fire Training Systems Working Fire Video Training in January 2005. Supervised staff of eight including face-to-face trainers. Created video-based and online training courses. Merged company with and went to work for another online

training company in January 2015. Emergency Services LLC remains as a media production company.

Working Fire Video Training, St. Louis

July 1997 – August 2005

Senior Vice-President, Marketing & Advertising/Instructional Designer

Responsible for production of monthly video-based training program including all writing, production, distribution and face-to-face training.

Senior Vice-President

October 1993 – July 1997

Helped start company with company owner. Responsibility for overall marketing of a video-based, monthly training program for the Fire Service and Emergency Medical Service personnel, serving 2500 fire departments nationwide. Also responsible for IT services. In July, 1997, also became Instructional Designer/Content Developer/Producer of monthly video training program.

Webster University, Webster Groves, MO

Spring 2002 – Present

Adjunct Instructor, Math & Computer Science Department, School of Business and Technology. Courses taught: Introduction to Web Programming (HTML5/CSS), Web Animation (Flash and web graphics), Microsoft Office Suite 2013, and Digital Content Marketing.

Previous Experience

Includes many years of simultaneous employment in the advertising agency as a skilled product strategist/writer/media producer in the advertising agency industry and in radio broadcasting (announcer/production director) in St. Louis and teaching experience in the St. Louis Community College system (marketing, advertising, public relations). Details available upon request.

Education

Webster University, St. Louis

Certificate, Web Site Development

Washington University, St. Louis

MBA, Marketing

BA, Classics

Software Skills

Microsoft Office 2013

GoogleDocs

Adobe Design Premium Suite CS5.5 and CC 2015

Axure RP, Just In Mind, Sketch

Adobe Acrobat CC 2015

Adobe Audition CC 2015
Adobe Premiere CC 2015
Adobe Media Encoder CC 2015
Divi Builder
WordPress
Miro Media Encoder
FTP Clients (FileZilla, CuteFTP, Dropbox, etc.)
HTML5/CSS3
Adobe Flash
Articulate Storyline 2
Garage Band
Logic
Final Cut Pro
Corel PaintShop Pro
Techsmith Snagit, Snagit Editor
Screencast-O-Matic
SalesForce
Dapulse Project Management
Confluence/Jira Project Management