

Michael C. Phares

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RESUME

Employment History

EMERGENCY SERVICES, LLC, St. Charles, MO (08/2005 to Present)

Owner, Technical Writer, Instructional Designer/Media Producer

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

Services offered:

Technical Writing:

Multiple kinds of manuals, paper-based; video-based; online-based.

APA/MLA/Chicago stylesheets. Editor/proofreader of scholarly academic papers; grammar/punctuation expert.

Software Skills:

FrameMaker, familiar with DITA standards and Adobe TCS products

Adobe Creative Suite (Photoshop, InDesign, Dreamweaver, Premiere, Flash)

Microsoft Office Suite (Word, PowerPoint, Excel, Access)

TextWrangler/BBedit/Other online text editors

HTML5/CSS3 (web-based product manuals)

Instructional Design/Content Development/UX Design

Skilled in ADDIE, SAM (Agile), Kirkpatrick, Bloom's Taxonomy,

APA/MLA/Chicago stylesheets.

Software Skills:

Adobe Creative Suite (Photoshop, Fireworks, InDesign, Dreamweaver, Acrobat)

Microsoft Office Suite (Word, PowerPoint, Excel, Access)

Storyline 2/Captivate (online writing/ course creation)

Axure (Prototyping and Wire Framing)

HTML5/CSS3 (online learning portals, LMS)

Market Strategist/Writer/Producer

Creator of market/product strategies, projects, and promotions. Previous experience (10+ years) as an ad agency writer/producer/creative director with client interaction. Web development, social/digital marketing; I shoot video, edit video and audio, do voiceovers, and desktop publish.

Software Skills:

Adobe Creative Suite (Premiere, Audition, Media Encoder)
Project Management: dapulse, Confluence/Jira

WORKING FIRE TRAINING SYSTEMS (subsidiary of Emergency Services, LLC)
St. Charles, MO (08/2005 to 01/2015)

Owner, Instructional Designer/Writer/Producer

Firefighting and EMS Training Company:

In 2005, purchased and managed Working Fire Video Training, a training company specializing in video-based and online training for firefighters and EMS. Wrote and produced all video and online training programs and wrote paper training materials in PowerPoint and .PDF. Oversight of company web site. Sold company in 2015.

Software Skills:

Adobe Creative Suite (Photoshop, Fireworks, InDesign, Dreamweaver, Acrobat)
Microsoft Office Suite (Word, PowerPoint, Excel)
HTML5/CSS3

WEBSTER UNIVERSITY, Webster Groves, MO (Spring 2002 to Present)

Adjunct Instructor

Courses taught: Introduction to Web Programming (HTML5/CSS), Web Animation (Flash and web graphics), and Microsoft Office Suite 2013, SEO/SEM, digital/social network marketing; Math & Computer Science Department, School of Business and Technology.

Past experience as an Adjunct Instructor at St. Louis Community College at Florissant Valley in Advertising and Public Relations in the 1990s.

Software Skills:

HTML5/CSS3
Paint Shop Pro, Adobe PhotoShop, other graphic manipulation software
Adobe Flash

MISSOURI SPORTS RADIO LLC, St. Louis, MO (07/1998 to 01/2005)

Vice-President, Station Operations

Radio Station Management

Responsible for station operations of KFNS-AM/-FM and WRFT-AM, budgets, promotions, FCC Public File, program scheduling, technical staff management, plus technical responsibilities. Created radio station's personnel and operating manuals and policies. Supervised staff of 15.

Technical and financial oversight of radio station studio operations and transmission, IT services, broadcast production, and web site/audio streaming operations. Also have an 18-year previous career in the radio industry.

Education

Master Business Administration, Marketing, Washington University, St. Louis, MO
Bachelor of Arts, Classics, Washington University, St. Louis, MO
Certificate, Web Site Development, Webster University, St. Louis, MO

Awards

St. Louis Flair/Addy Award Nomination - Retail TV; Imo's Pizza, 1991.
St. Louis Arrow Award, First Place – Consumer Direct Mail; The Granada Hospital Group, 1991.
St. Louis Arrow Award, Third Place – Consumer Direct Mail; The Carpenter Foundation, 1991.
St. Louis T.A.M. Award, Gold Medal – Film/Video; Lennox Industries, 1990.
St. Louis Addy Award, 2nd Place – Radio; Taylor-Morley-Simon, 1987.
St. Louis Flair/Addy Award Nomination – Radio; Brod-Dugan Paint, 1986
St. Louis Marconi Award Nominations (3) – Radio; Movies To Go (now Blockbuster Video), 1985
St. Louis Emmy Award, Gold Medal – TV P.S.A.: “The State of St. Louis;” Regional Commerce & Growth Association, 1984.

TECHNICAL SUMMARY

Software Skills:

- Microsoft Office 2013
- GoogleDocs
- Adobe Design Premium Suite CS5.5 and CC 2015
- FrameMaker. Adobe TCS familiarity
- 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
- Adobe Captivate familiarity
- Garage Band
- Logic
- Final Cut Pro
- Corel PaintShop Pro
- Techsmith Snagit, Snagit Editor
- Screencast-O-Matic
- Salesforce
- Dapulse Project Management
- Confluence/Jira Project Management

**See samples of my technical writing, instructional design, and media production at:
<http://www.emergencyservicesllc.com>**