

## Michelle Traveler

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### **SUMMARY OF QUALIFICATIONS**

Highly-skilled technology professional with experience as a Project Coordinator, Programmer Analyst, Computer Application instructor, e-commerce Manager, Web Architect, and adjunct faculty member with over 22 years of experience in post-secondary and higher education environments. Demonstrated success in project coordination, STEM initiatives, web development analytics, e-commerce, and learning management systems (LMS).

### **EDUCATION**

- PhD in Information Technology - December 2017  
Capella University
- Masters Business Administration (MBA) - emphasis in Information Systems Management – June 2002
- Graduate Certificate in Business Management – June 2001  
DeVry University (Keller Graduate School of Management)
- Bachelors of Science in Justice Studies – June 1997  
Arizona State University
- Associate of Arts – Psychology – June 1994  
South Mountain Community College

### **APPLICATIONS, LANUGAGES, SKILLS**

Microsoft Office (Excel, PowerPoint, Word, Access, Adobe Suite (Photoshop, PageMaker, Dreamweaver, Flash, Fireworks) – 22 years, Social Networking/Marketing (Facebook, Twitter, Photobucket, LinkedIn, Evite, Youtube, Blogging) - 10 years, Social Networking Management (Google [Analytics, Mail, Answers], Yahoo tools) – 2 years, WordPress (blogs, website maintenance, etc., Ping.fm, Hootsuite)-6 years, Blackboard/WebCT (Online Course Management)-7 years, Web Development (PHP, SQL,HTML)-14 years, Microsoft Project- 3 years, Internet Explorer, Google Chrome, Firefox)-10years, Content Management Systems (Joomla!, WordPress, etc.)-7 years, Camtasia Studio (Snagit, Robodemo)-8 years, Drupal 3 years

### **TEACHING EXPERIENCE**

#### **Adjunct Faculty - Primavera Online High School – 8/2007-8/2012**

Teaching the elective Computer Basics (STEM course) to online high school students; required knowledge of Blackboard, PSP application, knowledge of the Microsoft Office Suite (Word, Excel, PowerPoint, Access, .html). Position required good customer service skills to be able to encourage, communicate, and work with students in an online environment.

#### **Adjunct Faculty (South Mountain Community College and GateWay Community College)**

Position required teaching CIS120DF Adobe Photoshop in a both a traditional and hybrid format using Blackboard.

### **WORK EXPERIENCE**

#### **Maricopa County Community College District (1/94 to present = 22 years)**

#### **Programmer Analyst /Women Rising Program Coordinator (District Office) - 8/07 to Present (9 years)**

**Programmer Analyst** – Primary responsibilities include maintaining the District-wide (250,000 student institution) Student Affairs program websites, promoting, coordinating, and supporting STEM events and initiatives. Providing technical support for the Maricopa Community Colleges Student Affairs department staff via web and social media technologies (Facebook, Twitter, Youtube programming, etc.), Creating and participating in at-risk student recruitment and retention plans, community outreach efforts and events; contributing content to the strategic recruitment and retention plan for MCCCCD at-risk students

- Google Guide for the Office of Student Affairs
- Technology resource for the Office of Student Affairs staff
- Serve as a liaison between the IT department and the Student Affairs
- Design and deploy user interfaces for student online program
- Launch and maintain social media campaigns for MCCCCD supported Student Affairs programs.

**Women Rising Project Coordinator** – Responsibilities include budgeting, planning, event coordination, collaborating with college program advisers to develop the Women Rising Program from concept-to-design in an effort to increase the retention, persistence and graduation rates of program participants. Promoting STEM careers and workshops with the female student population at the Maricopa Colleges.

**Programmer Analyst –Information Technology Department (District Office) - 11/01 - 8/07 (5 years)**

Provided District-wide support for Maricopa Community Colleges for MCCCDC Learning Management Systems (LMS) web-based instructional systems. Supported Course Management Systems (MIDAS [Maricopa Instructional Delivery and Assessment System] and Blackboard); maintaining accurate records on current and existing application bugs, working with application vendors to report and assist in resolving application bugs; producing user and marketing materials; working with various SIS cross functional teams.

- Responsibilities included providing technical and functional support for end users, managing projects for regression testing for all application upgrades/service paks, and fixes
- Regression testing and implementation of PeopleSoft Student Administration System modules.
- Training faculty on MCCCDC LMS, creating online tutorials and facilitating on-campus workshops.

**10/00 to 2/01 (4 months)**

**Admissions and Records Office – Office Coordinator (Chandler- Gilbert Community College)**

Assisted in the development and creation of FERPA (Family Educational Rights and Privacy Act) user documentation; maintained accurate records of the registration documentation per federal and state laws; accessed and maintained confidential information using the legacy SIS (Student Information System).

**4/99 to 10/01 (2.5 years)**

**Marketing and Public Relations Assistant (Chandler- Gilbert Community College)**

Assisted the Director of Marketing and Public Relations with college-related marketing issues, media creation for all college publications; required extensive desktop publishing skills using Adobe PageMaker, QuarkXpress, and Adobe Photoshop, to produce the college catalog, class schedules, brochures, movie ads, and billboard ads. Assisted the Director of Marketing with college marketing plans and initiatives; required an understanding of pre-press printing; works in the area of public relations. Work contacts include administrators, staff, local and national media, community leaders, vendors, contractors and students. Equipment used includes photography equipment and standard office equipment to create ads for general outreach and community advertising and special events; works with specialty item vendors, design agencies, photographers and video production companies; maintains liaison with community organizations; supervises assigned staff; works with specialty item vendors, design agencies, photographers and video production companies; maintains liaison with community organizations; supervises assigned staff.

**Professional Training /Workshops**

PushTech2020 Technology Conference - 4/2016 (San Francisco/Silicon Valley)  
Adobe MAX 2013 North American Users Annual Conference– 5/2013 (Los Angeles, CA)  
Adobe MAX 2012 North American Users Annual Conference– 5/2012 (Los Angeles, CA)  
Adobe MAX 2011 North American Users Annual Conference– 5/2011 (Los Angeles, CA)  
Adobe MAX 2010 North American Users Annual Conference– 5/2010 (Los Angeles, CA)  
90<sup>th</sup> Annual American Association of Community Colleges (AACCC) Conference– 4/2010 (Seattle, WA)  
Maricopa County Community College District Supervisor Training Program – 2/2010 (Phoenix, AZ)  
Adobe MAX 2009 North American Users Annual Conference– 10/2009 (Los Angeles, CA)  
O'Reilly Web Optimization Conference – 6/2009 (San Francisco, CA)  
Adobe MAX 2008 North American Users Annual Conference– 10/2008 (Los Angeles, CA)  
Adobe MAX 2007 North American Users Annual Conference– 10/2007 (Chicago, IL)  
MCCCDC Student Services Institute – 6/2007 (Tempe, AZ)  
Empirix e-Tester Suite Intro – 11/2006 (Boston, MA)  
Adobe MAX 2006 North American Users Annual Conference – 10/2006 (Las Vegas, NV)  
League of Innovation for the Community Colleges -Conference on Information Technology – 10/2005 (Dallas, TX)  
Macromedia MAX 2005 North American Users Annual Conference - 10/2005 (Anaheim, CA)  
Black Board of Director's Project Member – 10/2005 (Phoenix, AZ)  
Maricopa Council on Black American Affairs - Leadership Academy Fellow – 2004-2005  
Macromedia MAX 2004 – 11/2004 (New Orleans, LA)  
Blackboard Boot Camp Training – GateWay Community College – 6/2004  
Designing with Dreamweaver – Rockhurst University of Continuing Education – 11/2003  
Blackboard User Training - Blackboard, Inc. – 7/2003  
League of Innovation Conference on Information Technology – 11/2002 (Long Beach, CA)  
National Council on Black American Affairs Leadership Development Institute for Mid-level Managers 10/2002  
Conference for Desktop Publishers – Compumaster - 10/2002  
Managing Multiple Projects – Compumaster –10/2001  
The Secrets to Pre-Press and Flawless Printing – Compumaster –11/1999  
Mastering Adobe Photoshop – Compumaster – 7/1999  
MCCDC Quantum Quality Awareness Training – Maricopa County Community College District – 8/1996  
MCCDC Quantum Quality Project Team Training – Maricopa County Community College District– 8/1995