

JAMES McKEON

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WEB AND E-LEARNING PROFESSIONAL

Web Strategy ▪ E-Learning Delivery ▪ Content Creation

Motivated and goal-directed professional with expertise in all aspects of professional web and e-learning management. Excellent experience using the web as a communications device and training tool to improve productivity and efficiency while reducing costs.

CORE COMPETENCIES

*LMS Administration ▪ Intranet Management ▪ E-Learning Design and Development
Web & Blog Content Management ▪ Project Management ▪ Online Marketing & Advertising
Concept Creation ▪ Copywriting ▪ Web Design & Development ▪ Graphic Design*

Professional Background

Eonupdate Web Strategy (Denver, Colorado)

2005 - Present

Managing Director / Principal

- Establish client relationships: understand the business needs that drive the website project and develop the appropriate website strategy. Acquire clients for web development projects and web hosting through referrals and active participation in networking events. Manage the content flow and online advertising for multiple high-traffic web projects.

Key Achievements:

- Develop sales process for high-volume, low-cost web services targeting small businesses. Train, mentor and manage three regional sales contractors on an effective fact-finding initial call; ongoing email and print mail contact and focused follow-up calls for growing customer base for low-cost website package.
- Develop, implement and manage successful online advertising campaigns that target customers and increase revenue for clients.

Graebel Companies, Inc. (Denver, Colorado)

2007 - 2010

Corporate E-Learning Manager

- Implemented an overall learning strategy that blends classroom learning with robust online offerings, delivering high impact learning cost effectively. Created company-wide and targeted training programs that are aligned with the company's business goals.

Key Achievements:

- Developed cost-effective, high quality, standardized training programs that can be delivered in any number of ways, including: classroom, online or outsourced.
- Led a company-wide LMS implementation featuring curriculum designed to meet critical business needs: increased sales and better customer services and quality scores. Created dynamic and flexible training tutorials that could be delivered effectively online.
- Managed content creation and updates of critical sections of the company intranet on a daily basis allowing for quick distribution of critical operations data such as interstate tariff updates.
- Reduced printing and fulfillment costs by 80% through use of online print vendors, eliminating print requirement for all but the most critical documents and by making documents and presentations available online.
- Administered content management system to allow content owners to self-publish to the specific sections of the intranet using a web interface, while restricting access to critical pages.

- Developed company university online portal and online forms management using Microsoft SharePoint.
 - Created online event portal to provide a quick, user-friendly online registration for users, and auto-delivery of invitations, reminded, post-event surveys, and real-time registration/logistics information for event planners. Coordinated inter-department resources for physical setup of multi-use training facilities and specific technology requirements for each event.
- Provided project leadership and training to the redeployment of Microsoft CRM initiative for corporate sales and more than 40 nationwide branch office sales divisions.

Key Achievements:

- Identified \$2.75 million in lost leads, and deferred \$200K in annual lead purchases by analyzing user data, interviewing managers, users and executives to uncover best practices, gather goals and objectives, catalogue system errors and user issues, and ascertain the obstacles to full system adoption.
- Developed training resources for delivery via online performance support, large and small group webinars that is focused on the personal benefits for each user and user group—increasing buy-in and encouraging rapid application of their newly acquired skills.
- Partnered with internal sales leaders to develop and implement a new structure for sales meetings that is centered on CRM sales revenue pipeline reports and activity management—encouraging sales reps and managers to collaborate and cooperate on sales strategy.
- Set agenda for monthly Key Stakeholders Meeting, and drive action points to resolution.
- Partnered with IT leadership to develop a faster workflow for CRM-related help desk calls, reducing call times and escalations.

MetLife (New York, New Jersey, Colorado)

1995 – 2005

Manager, eLearning / Sr. Training Consultant

- Managed daily workflow of site changes and developed new content for two sales division's internal training websites that served 11,000 employees. Managed large team of developers, designers, and site content contributors. Created elearning solutions to meet specific business training needs.

Key Achievements:

- Introduced web-based training and development to MetLife sales agents with the insurance industry's first professional training intranet.
- Implemented elearning technologies, such as x.hlp and Captivate for simulations and QuestionMark Perception for assessments to enhance productivity and to drive training to MetLife's Learning Management System.
- Worked closely with contributors and stakeholders to create functional and technical user requirements, site taxonomy, and user interface; led site design and development teams.
- Transformed limited training site into a communications portal by advancing partnerships with marketing and product groups. These relationships provided training instructors better access to product details and marketing plans, resulted in increased opportunities for embedded training, reduced training time and expense, and increased employee productivity.
- Created online training orientation seminar for new sales hires and hosted monthly seminars at MetLife's national learning facility.
- Created blended (online and classroom) competency-based training curricula on subjects ranging from niche financial services markets to professional development courses for sales managers.

Education & Professional Affiliations

- **Rutgers University:** Bachelor of Arts, History
- **New York University School of Continuing and Professional Studies:** Certificate in Server Technology

Professional Affiliations

- Denver Metro E-Learning Developers (DMELD)
- American Society for Training & Development (ASTD)