

CATHERINE R. RACETTE

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Online Portfolio: <http://www.catherineracette.com>

SUMMARY OF QUALIFICATIONS

- Excellent writing and communication skills.
- Expertise in writing and editing documentation, communications, and instructional materials to build customer satisfaction and increase product knowledge.
- Experienced in online community building.
- Project manager of technical implementations and evaluations for firm of over 2200 employees and 20 offices.
- Extensive knowledge and practical experience in creating and delivering training content.
- Knowledgeable SEO professional.

PROFESSIONAL EXPERIENCE

5/10 - PRESENT

Conductor, Inc.
Marketing Department

New York, NY

Manager, Customer Knowledge

- Develop enterprise-wide content to promote corporate and product initiatives.
- Liaise with Product Management, Customer Success, and Marketing teams to manage documentation and communication process to support product development and customer knowledge.
- Developed and manage online customer community, including design and content.
- Responsible for development and delivery of SEO training.
- Coordinate webinars with subject matter experts for customers and prospects.
- Communicate product updates to employees and customers to strengthen engagement, build enthusiasm and support functional understanding of features.
- Assist with quality assurance product testing.

7/97 – 5/10

Weil, Gotshal & Manges, LLP
Information Services Department

New York, NY

Senior Technical Writer

(11/04 – 5/10)

- Design communication plans and write marketing communications for technical initiatives.
- Develop help systems for web-based applications and reference databases.
- Responsible for creation and maintenance of corporate technical writing style guide used by technical writing and training staff.
- Develop and maintain standard templates and forms for the Information Services department.
- Provide writing, editing, and proofing services to members of the Information Services department.
- Perform usability and technical quality assurance procedures for firm web applications.
- Develop firm-wide e-learning programs.
- Draft, edit and maintain test plans, technical and functional specifications, system and process flows, business continuity plans, policies, technical instructions, and other documentation.

Supervisor of Training**(7/98 – 10/04)**

- Managed staff of seven, including supervision of day-to-day activities, user support, projects, and development and delivery of documentation and training programs.
- Created end-user documentation for systems, software, policy, and procedures.
- Developed informational presentations to communicate upcoming initiatives.
- Project managed technology evaluations and initiatives for approximately 2200 employees.
- Developed and conducted classroom and online learning for New York and regional offices.
- Implemented firm-wide learning management system to distribute online learning initiatives.
- Led development efforts of the firm's intranet learning site (a resource for learning and course registration at the firm) with the Application Development team.
- Developed and advised others in development of modular training programs, which provide shorter, more focused and effective learning events.

PC Trainer**(7/97 – 6/98)**

- Conducted classroom and individual training sessions.
- Developed training curricula and supporting documentation for software, hardware, and operating system training programs.
- Managed application testing project team for firm-wide DOCS Open/Office 97 rollout.
- Developed and delivered informational marketing presentations to users in all levels of the organization to prepare the firm for technology rollouts.

12/93 – 7/97**Health Management Systems, Inc.
Corporate Communications Department****New York, NY****Associate Trainer****(12/94 – 7/97)**

- Managed corporate technology implementations, including development and delivery of training and internal communications.
- Wrote and designed documentation for systems and software, including system manuals, process workflow, self-study manuals, quick reference guides.
- Created and conducted end-user training classes, workshops, and one-on-one training sessions to support technology implementations and new employee training.
- Developed business skills/product training programs for Account Management team.
- Contributed software and database design improvements with developers as a member of technical implementation teams.

Training Assistant**(12/93-11/94)**

- Developed job-specific training programs to integrate and train all new employees.
- Performed needs analysis to execute individual and departmental training requests.

7/91-11/93**The Associated Press
Human Resources Department****New York, NY****TECHNICAL
EXPERIENCE**

RoboHelp & MadCap help systems, Adobe Captivate, Camtasia, SnagIt Screen Capture, Marketo, Salesforce, Igloo Community Software, MS Office (Word, PowerPoint, Excel, & Publisher), MS Visio, MS Project.

EDUCATION

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- New Jersey Institute of Technology** **Newark, NJ**
 - MS in Professional & Technical Communication
 - New York University** **New York, NY**
 - Certificate in Corporate Online Instruction
 - Marist College** **Poughkeepsie, NY**
 - BA in Psychology