

Marta Pulley, MS, PMP

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Instructional Design & Project Management

As an experienced instructional designer, online learner, project manager, and mentor in the popular Coursera course, ***Learning How to Learn***, I bring a broad perspective of the online learning design process from analysis through evaluation. With a master's degree in ***Instructional Design & Technology in Online Learning***, and a ***Project Management Professional (PMP)*** credential, I offer expertise in the full instructional design and development process using instructional design principles, adult learning theories, and project management skills.

Core Competencies

Needs Analysis

Facilitation

Client Relationship Management

Technical Writing

User Experience Analysis

Planning

Collaboration

Process Implementation

Organization

Technology Skills

- **Learning Management Systems**, Canvas, Moodle, Blackboard
- **Web 2.0 Technologies**, Wikis, blogs, podcasts, ePortfolios
- **Cloud based presentation and conferencing tools**, Prezi, WebEx
- **Mind Map application**, Mind Node
- **Infographics application**, Canva
- **Adobe Suites**, DreamWeaver, Captivate
- **MS Office Suite**, Word, PowerPoint, Excel for Mac and PC.

Professional Experience

ONLINE LEARNING SPECIALIST | ESSEX COUNTY COLLEGE – NEWARK, NJ | 2014 – PRESENT

In support of the [TAACCCT grant](#), work closely with faculty, students, publishers, and systems administrators in the design, development, enhancement, and delivery of online and hybrid courses using Moodle.

- Identify and recommend course learning materials, including Open Education Resources
- Provide guidance to faculty on best practices in online pedagogy
- Provide guidance to students in online learning strategies
- Investigate and resolve LMS related issues
- Liaise (collaborate) between faculty and educational content publishers (Pearson)

Selected Highlights

- Established guidelines and processes for online course development requests, including templates, user guides, and course development resources.
- Facilitated course content creation, including syllabus and rubrics.
- Designed courses – Intro to Java, Web App Development, Mobile App Development.
- Identified and recommended LMS enhancements.

- Engaged students in online learning by being *present* in the online space, sharing resources, one-on-one coaching.

SUBSTITUTE TEACHER | HUNTERDON COUNTY SCHOOL DISTRICTS – NEW JERSEY | 2011 – 2011

Served as a substitute teacher, for Pre-School, Elementary, and Middle school students.

SUBSTITUTE TEACHER | NORWESCAP – NEW JERSEY | 2010 – 2011

Served as a Pre-School substitute teacher at NORWESCAP Head Start centers.

OWNER/DIRECTOR | ALL BY MYSELF CHILDCARE SERVICE – ANNANDALE, NJ | 2000 – 2014

Directed and managed the operations of a privately owned Early Childhood care facility with accountability for program development and delivery, budget management, child safety, client relations, marketing & advertising, and financial reporting while ensuring compliance with NJ State childcare services policy.

Selected Highlights

- Designed and delivered a Childcare Provider training course to potential providers.
- Designed and delivered effective Early Childhood education program incorporating social skills, proper hygiene, exercise, healthy nutrition/eating habits, nature exploration, creative thinking, reading and writing.
- Prepared the children under my care for successful transition to Pre-School and/or Kindergarten.

AT&T – New Jersey, various locations (1984 – 2000)

PROJECT MANAGER | CONSUMER COMMUNICATION SERVICES | 1997 – 2000

Provided program and project management support for the “Prospects Acquisition” client organization. Performed business needs analysis that included tracking and managing project deliverables against organizational objectives. Documented and translated marketing business strategies for system groups. Developed a “prospects acquisition promotion” process flow. Played key role in devising and executing acquisition telemarketing lists to support projects managed by client groups.

Selected Highlights

- Developed and implemented processes and procedures critical to completing projects on time and within budgetary requirements.
- Served as primary liaison in addressing systems needs between client and internal / external systems groups, leveraging process methodologies to facilitate projects to successful completion.
- Gathered and analyzed time and cost data from impacted systems organizations and obtained funding approval from client groups.

PROJECT MANAGER/BUSINESS ANALYST/SYSTEMS ANALYST | 1988 – 1997

Delivered project support and business analysis for domestic and international marketing and product organizations. Identified, documented, and resolved project issues. Performed business needs analysis to assess resources required for project completion. Participated in clients business strategy meetings to anticipate and provide systems support. Liaison between client groups and internal/external systems groups in providing system support. Introduced process improvement methodologies.

Selected Highlights

- Launched a “work-intake” process to track and manage work requests within the Information Systems organization.

- Conducted Needs Analysis through client interviews to aid in system designs aligned to business strategy.
- Gathered and documented business requirements, working closely with Developers and Data Architects to translate those requirements into system specifications.
- Designed system prototypes and monitored quality checkpoints to ensure systems performed to specifications and customer's satisfaction.

Prior Position: Administrative Assistant – AT&T Information Systems (1984 – 1988)

Volunteer Activities

COURSE MENTOR & TRANSLATOR | COURSERA, *LEARNING HOW TO LEARN MOOC* | 2016 – PRESENT

Member of the Teaching Staff, serve as a course mentor and translator – helping students successfully navigate the course learning space by monitoring students' activities and addressing technical and/or content issues as needed. Participate in Discussion Forums and respond to topic questions. Lead a team to translate the course from English to Amharic.

Selected Highlights

- Transformed 57 video lecture transcript files from a plain text format to user-friendly Word and PDF documents. The documents are made available to over **1 million students** in the course.
- Recruited students, and established processes to translate the course from English to Amharic.

PROPOSAL REVIEWER | EMERGING LEARNING DESIGNS 2016 CONFERENCE (ELD16) | 2015 – 2016

Reviewed, and provided feedback to proposals submitted by presenters for the 2016 ELD conference. The ELD conference is organized through Montclair State University – its mission, to showcase innovative learning concepts and technologies.

TRANSLATOR | ENGLISH ALIVE ACADEMY | 2014 – 2014

Translated an English version of Science Lesson plans to Amharic, the national language of Ethiopia, for the 2014-2015 academic year. The translated document, 70 pages long, has tremendously helped the teachers to decipher complex scientific terminologies, and be able to explain them to their students.

PROGRAM EVALUATION TEAM | PROJECT MANAGEMENT INSTITUTE, NEW JERSEY | 2009 – PRESENT

Serve as a Program Evaluation Team member providing a monthly member satisfaction survey report. The report reflects PMINJ members' feedback on the monthly conferences organized by PMINJ. The survey results have been essential in continuously improving these conferences to address the needs of the PMINJ members.

Education

- **M.S. Instructional Design & Technology in Online Learning**, Walden University, 2014
- **Project Management Masters Certificate**, Villanova University Online, 2009
- **Project Management Professional (PMP)**, Project Management Institute, 2009
- **B.A. in Mathematics/Computer Science**, Fairleigh Dickinson University, Madison, NJ, 1991