

# Amanda L. Mason

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## Training Leadership

My passion for quality learner-centric training and discoverable, purposeful content drives my career. I design impactful learning experiences, write clear process documentation, develop creative eLearning modules, structure and maintain content management systems, and deliver motivating instructor led training.

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## PROFESSIONAL EXPERIENCE

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**LeighCraft Consulting** | Seattle, WA December 2014 – Present

*Principal*

Contracts include:

Microsoft via GP Strategies | Seattle, WA

December 2018 – Present

***Instructional Designer, Microsoft Business Operations & Programs***

- Collaborating on learning modules for the “[Learn the business value of Microsoft Dynamics 365 and the Power Platform](#)” Learning Path.

ORHub | Seattle, WA

May 2018 – August 2018

***eLearning Developer, Customer Implementation Team***

- Partnered with the OrHub Implementation Manager and VP of Customer Service to select a learning management system
- Transformed text-based EasyGenerator hosted training into interactive Articulate Storyline training modules

Microsoft via AusTech, Inc. | Seattle, WA

April 2016 – April 2017

***Instructional Designer, Microsoft Bing Sales Enablement***

- Collaborated with a variety of small and large project teams to update existing and create new eLearning modules for Bing Sales Enablement.
- Researched topics, wrote script, and created graphics, animation and video.
- New eLearning courses authored include: Understanding KPIs, Manual Insertion Orders, Search Data through the Power BI Lens, Power BI for Bing Ads, ComScore Power BI Dashboard, and ComScore Search Planner Reports, and Budget Basics. Tools used included Articulate Storyline, Adobe CS and Camtasia. These multiplatform compatible courses were consumed by a worldwide audience via their desktop, and mobile devices – including iOS.

SolSPACE | Seattle, WA

January 2015 – February 2016

***Project and Account Manager***

*SolSPACE solves problems using web applications and innovative custom software engineering.*

- Managed web development projects end to end - from proposal writing to front-end and back-end development and culminating in project wrap. Client accounts ranged from small companies to projects for VeriFone and Nokia.
- Streamlined company workflow from presale through post-project relationship management including: conducting in-depth reviews of existing projects to determine profitability and inform a refinement of the SolSPACE project portfolio, developing and implementing effective project triage and project post mortem protocols.

**Content Manager**

- Increased content consumption by 47% from Q1 FY14 to Q1 FY15 by:
  - Ensuring that content was current, relevant and solution focused.
  - Pivoting data to optimize search returns and maximize discoverability.
  - Informing users of new content via newsletters and website alerts.
- 5K + worldwide page views for content authored for the Bing Ads Ad Quality & Performance team.
- Restructured a multimedia training portal, providing a new UI structure for course offerings and culling, reorganizing, creating and curating training modules.
- Created a wholistic content access ecosystem by cross-linking Team Playbook with Article Portal and Training Portal
- Collaborated with team to create and maintain 80 page+ OneNote team playbook and Excel report dashboards.

**Technical Writer**

- Wrote the Microsoft O365 based MIPS Engineering team’s internal Style Guide and co-authored the MPS Document Management Policy that governed the team document lifecycle.
- Internally published and authored software administrator’s guides and customer facing change packages

**Technical Writer**

- Collaborated with the EdPG UA team to review and revise legacy templates in order to identify salvageable assets relevant for K-12 and Higher Ed educators and students. Refurbished assets were uploaded to Office.com.
- Designed and produced a 95-page OneNote Writing Instruction template according to Microsoft specifications while coordinating with project managers and other writers in regard to content.

**High School English Teacher & Debate Coach**

- 1994-1996 spent as a Spokane Sister City Liaison teaching in Nishinomiya, Japan.

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**SKILLS PROFILE**

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Tools	Articulate Storyline, TechSmith Captivate, Adobe CS, Trello, Azure DevOps, Basecamp, Office 365, Power BI, comScore, SharePoint, SQL Queries and reporting, SkyPrep LMS
Languages	English, Basic HTML, rudimentary Japanese
Certifications	WA State Teaching Certification, English and History endorsements, Asst. Lynda.com certifications

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**EDUCATION & TRAINING**

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**GONZAGA UNIVERSITY**

*Master of Arts in Educational Technology (Incomplete)*

**EASTERN WASHINGTON UNIVERSITY**

*Bachelor of Arts in Education*