### Mary McLean-Hely

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##### Instructional Designer, Curriculum and Content Writer

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| * Science Writing * eBook and Print Writing * Educational Writing * K-12 and Higher Ed | * Curriculum Unit Development * Educational Game Writing * Common Core Aligned Projects * Professional Development | * Team Management * Project Management * Learning Theory |

# Education & Teaching Experience

**Stanford University**, Master of Arts, Design and Evaluation of Educational Programs, Stanford, CA

**The Colorado College**, Bachelor of Arts, History, Colorado Springs, CO

The Chapin School, Assistant Teacher, Grades 2 & 3, 1989-1991

The Packer Collegiate School, Teacher, Preschool, 1988-1989

# Professional Experience

**SELF EMPLOYED** 2015 - Present

Senior Project Manager, Instructional Designer and Writer

Selected Projects:

* Creating competency-based courses online Master's of Education Program for Merrimack University.
* Creating, designing and evaluating content for core courses in a degree-granting program that prepares new teachers for licensing.

**SIRIUSDECISIONS** 2013 - 2015

E-Learning Content and Production Manager

* Created curriculum and instructional design documents, storyboards and e-learning scripts. Developed curriculum content with marketing and sales analysts, research directors and VPs.
* Managed the development, design, and production of b-to-b marketing educational products available through SiriusDecisions LMS, sold to thousands of learners in large b-to-b organizations.
* Set up ELearning Studio to move e-learning production in-house. Authored courseware in Articulate Storyline and Videoscribe. Managed vendors in production of digital, video and print materials.

**THE GIRL SCOUTS USA** 2012 - 2013

Senior Learning Consultant

* Developed e-learning programs for employees and 800,000+ volunteers, including creating social media environments for learning, online courseware, blended learning programs, live courses and leadership training.
* Managed Girl Scout University Online mission, interface and content.

**THE COLLEGE BOARD** 2010 - 2012

Director, Learning Design

* Established learning design theory and framework for the newly created online learning department.
* Advised in adoption of LMS for large-scale e-learning implementation for thousands of learners.
* Storyboarded and scripted e-learning modules and oversaw outside vendors to produce e-learning modules for multiple projects to be produced for a variety of digital and mobile platforms.

**SELF EMPLOYED** 2001 - 2010

Senior Project Manager, Instructional Designer and Trainer

Selected Projects:

* Managed on-site video shoots in NYC schools of best practices for Teachscape, advised on video editing, and wrote and designed learning modules for the NYC Department of Education.
* Wrote scripts for eight 10-minute interactive flash movies and designed and storyboarded games for the Pokémon Learning League; developed a catalog of educational topics tied to learning standards.
* Trained administrators and tech coordinators in the Philadelphia School District in the use of SchoolNet’s programs, including Gradespeed and Simple Scheduling.
* Created BETA launch plans for EdisonLearning and assisted in launching a web-based formative assessment product, eValuate.
* Storyboarded and authored a 10 module e-learning program for Green Irene, LLC using Articulate for a national audience of eco-consultants.

**DOLPHIN SOFTWARE** 1999 - 2001

Senior Project Manager

* Managed a team of programmers, graphic designers, and testers as well as budgets and schedules for 15 digital learning projects.
* Designed the flow of content for websites by creating storyboards and HTML wireframes.
* Wrote proposals for new products and other documents.

**BOOZ ALLEN HAMILTON** 1998 - 1999

Senior Consultant

* Created a series of e-learning programs for the Environmental Protection Agency on Safety and Health topics.
* Managed a team of graphic designers, programmers, and subject matter experts to produce the programs.

**SCHOLASTIC INC.** 1993 - 1996

Program Manager

* Managed the production of eight interactive multimedia and print titles for the Literacy Place reading program.
* Directed programmers, voice-over talent, photographers, videographers, video editors, educational writers, student actors, and graphic designers.
* Wrote and edited program content.

**GEORGE LUCAS EDUCATIONAL FOUNDATION** 1993

Researcher

* Researched and wrote reports on best practices in public education for content of the documentary film and book, Learn and Live.
* Oversaw the development of a database for the organization’s research storage and retrieval.