

PAUL SINASOHN

Oakland, CA 94602

510-368-1178

sinasohn@yahoo.com

OVERVIEW

- I am an instructional designer and trainer with experience in creating and delivering instructor-led and computer-based training that provides “just-in-time,” task-specific knowledge.
- I have ten years experience in enterprise software with market leaders and start-ups.
- I consistently receive excellent evaluations as a training facilitator; I am skilled in bringing course material alive for students using examples and stories to relate it to their needs.

OBJECTIVE

- A position as a technical communicator creating application, process, or user focused documentation or training materials

EXPERIENCE

Press Any Key Training

5/2002 – present

Independent Consultant

- Designed courses, created curriculum materials, including student guide, instructor guide, exercises, and classroom presentations for various clients, including:
 - **LiteScape Technologies:** Instructional Design covering a VoIP Telephony applications system. Also created User Guide and Administration Guide for system components
 - **Vocera Communications:** Created and updated classroom learning courses for customer system administrators and partner system engineers on implementation and use of a communications badge
 - **@Road, Inc.:** Created and updated electronic learning courses for customers, Led online and classroom training sessions totaling 2000 students
 - **SalesFocus Solutions:** Updated training materials for a financial industry CRM system
 - **Sony Computer Entertainment America:** Designed new user interface for Siebel CRM system; trained users on new features and workflow; and created new training materials and led training sessions
 - **Experience Unlimited:** Directed delivery of five seminars and coaching sessions. Managed development of seminars and initiated conversion to online learning using Captivate

Sendmail, Inc.

2/2001 – 5/2002

Senior Technical Course Developer / Training Manager

- Managed expansion of training curriculum from one instructor-led course to eight, resulting in increased skills and knowledge of customers’ system administrators
- Designed courses and project plans, created curriculum and class materials, including student guide, instructor guide, exercises, and classroom presentations
- Enabled increased sales by resellers through development of sales training courses
- Delivered pilot courses, taught customer classes, and conducted new hire training sessions
- Conducted train-the-trainer sessions to qualify Professional Services staff as classroom instructor

CommerceRoute, Inc.**5/2000 – 12/2000****Technical Instructor / Curriculum Developer**

- Initiated training functions, designing classes aimed at a technical audience of Business Analysts and System Administrators, for business automation and data transformation software
- Developed course outlines, student guides, instructor guides, classroom presentations, and exercises
- Started migration of flagship course to the Web using Demoshield

Siebel Systems (formerly Scopus Technology)**5/1996 – 2/2000****Technical Instructor / Curriculum Developer**

- Designed course outlines and wrote curriculum materials for a technical audience of Business Analysts and System Administrators
- Initiated course development for vertical market versions of Customer Relationship Management systems, developed courses for a multi-tier distributed CRM system
- Managed relationships with business partners and SMEs
- Created User Guide, Administration Guide, Install Guide, and Release Notes file for three applications and various utilities
- Recognized as “Employee of the Quarter” for accomplishments in creating documentation for a distributed CRM system

City of Richmond Library System (volunteer project)**9/1999 – 2/2000****Course Development Team Leader**

- Project resulted in an increase of 25% in computer use by the public
- Led a course design team of 12 librarians and library users in creating a course for low-income and senior citizen patrons in the use of computer and internet resources available in the library
- Implemented the final course, leading first three public sessions and train-the-trainer sessions

Other Relevant Experience

- 13 years of progressively more responsible experience in financial analysis and financial management in banking, financial services, manufacturing, and software

Education	M.B.A., Finance, Golden Gate University, B.A., Economic Geography, U. C. Berkeley,	San Francisco, CA Berkeley, CA
Memberships	Society for Technical Communication (Berkeley chapter) American Society for Training and Development (Mt. Diablo chapter)	
Conference Presentations	Society for Technical Communication National Conference: 2001-2005, 2007 West Coast Acappella Summit Program Manager 1998-2006	

Systems and Tools	Training Publishing Graphics Databases Business	Dreamweaver/Course Builder, PowerPoint, Captivate, DemoShield FrameMaker, Acrobat, HTML, RoboHelp, Word, Interleaf Illustrator, PaintShop Pro, Photoshop, Visio, MLCad Access, FileMaker Pro, SQL Anywhere, SQL Server, Crystal Reports MS Office, OpenOffice, MS Project, IFPS, Sendmail Switch
--------------------------	---	--