

Stuart Rosen

Experience

Intranet & eLearning Specialist

Aug 2008– Present

Manatt Phelps & Phillips LLP

- Development & daily maintenance of Firm-wide intranet, utilizing hand-coded HTML, for distribution to 1,000 attorneys and staff in eight offices nationwide.
- Design and produce all eLearning modules, for soft-skill training such as ethics, substance abuse and depositions, using Articulate and Captivate.
- Production of training videos, from initial taping (HDV Cameras), editing (Premiere and Pinnacle Studio) and distribution in Flash, Windows Media and Articulate.

President – Web 2.0 Social Network Products and Services

Sep 2007– Aug 2008

GuruStu Enterprises LLC – Glendale, CA

- Specializing in Web 2.0 systems and services to increase client visibility productivity and sales
- Content creation including videos for YouTube, Google and private sites; design and development of personal and business web sites; and creating of marketing campaigns through blogging tools and social networking such as Facebook, MySpace and Twitter, and installation of private social networks.
- Design and production of Sales & Marketing websites, using Content Management Systems (Joomla & WordPress)
- All phases of client relations, from Needs Assessment & Design to Copywriting, Production and Post-Production Evaluation.

Executive Producer – Online Training and Communications

Oct 2004 – Sep 2007

Countrywide Financial Corporation – Full Spectrum Lending – Pasadena, CA

- Produced over 150 training videos for online distribution to 8,000+ employees (IBM OpenText, Vignettes)
- Managed all phases of video production from creative brainstorming, copywriting, directing and producing to post-production editing, using Adobe Premiere and Final Cut Pro.
- Produced interaction training modules using Captivate and Flash
- Produced and edited monthly video communication from the President of the company.
- Designed and edited Live Online training sessions using Interwise 5.5 and 6.0
- Specialized in green screen composition using Adobe Ultra and Visual Communicator.
- Devised campaigns to increase brand awareness, including direct marketing campaigns via Lotus Notes, as well as creating collateral such as posters, flyers and products for giveaways and special events.
- Liaison with all levels of management, from the President to Administrative Staff
- Managed all aspects of administrative tasks from production scheduling, resource allocation, budgeting and reporting, using MS Project, MS Excel and MS Access.

Project Leader – Web Development

Jun 2001 – Oct 2004

Countrywide Financial Corporation – Countrywide Home Loans – Simi Valley, CA

- Leader of a team of 12 designers/developers/programmers in creation of high volume customer-based web applications and employee-based e-learning systems.
- Built and maintained the largest customer site from the ground up, handling 1,000,000 home owners per month and over 1,000,000 secured transactions per hour.
- Created web sites for Business Partners, including Subservicing, Foreclosure/Bankruptcy and Title Company; generating \$600,000/yr in consulting profit.
- Oversaw the creation of a proprietary design system, using ASP, which allowed for rapid deployment of private label, joint ventures and multi-lingual websites; saving \$500,000 in development costs per year.
- Produced e-learning courseware using video, Dreamweaver, Flash and HTML for on-demand training to 450 employees.
- Handled daily management tasks including needs assessment and requirement gathering, project planning (MS Project and MS Access), wire-frame prototyping (Visio & Photoshop), resource management, budgeting (MS Excel), analysis and status reporting.

Web Business Analyst

Apr 2000 – Jun 2001

Countrywide Financial Corporation – Countrywide Home Loans – Simi Valley, CA

- Facilitated Needs Assessment workshops with clients and stakeholders to determine scope and timeline of web-based projects.
- Created Statements of Work (SOW) and issued Requests for Proposal (RFP) for resources.
- Created wire-frame prototypes using Visio, Powerpoint and Photoshop to enhance product requirements document (PRD).
- Created department's intranet portal and wrote, collected and maintained the site's content.

President/CEO – Video and Web Production

Nov 1996 - Apr 2000

Steel Rose Productions - Glendale, CA

- Owned and operated boutique shop for development of videos and websites for large corporations and private businesses.
- Responsible for all phases of video production from creative brainstorming and copy writing to directing, producing, editing and delivery via CD, VHS and online distribution.
- Web Designer and Instructional Designer for e-learning systems for up to 1,500 employees
- Graphic design of marketing material using Adobe Photoshop and Illustrator.
- Clients include: Southern California Edison, GAP Inc., Hughes, Raytheon, Netscape Corporation, Zenith Insurance, WEB Laundry, YouthPromotionsUSA (non-profit for children) and ShapetheDebate.
- Handled all daily tasks of project planning, resource allocation as well as Sales and Marketing

Video Producer – Web Developer – Graphic Designer – Instructional Designer

Jul 1992 - Nov 1996

Southern California Edison – Customer Service Training - Alhambra, CA

- Wrote, directed and produced Safety and Training Videos for 600 Customer Service Representatives and 1,000 Field Employees
- Designed department's first web sites using hand-coded HTML
- Built tracking systems in MS Access, 4th Dimension and Paradox
- Created training and marketing material for internal communications and direct-to-consumer campaigns
- Developed and delivered classroom training to over 200 people in Windows, MS Office and web design.

Other Experience

- Board of Directors of STRAY CAT ALLIANCE
- Motivational Speaker and Life Coach
- Member, National Speakers Association
- Published Author (DARE to be your BEST, 101 Great Ways to Improve Your Life, Walking with the Wise)
- Professional Cartoonist
- Classroom trainer/facilitator (software & systems training)

Software

- **Video:** Adobe CS3 & CS4 - Premiere, Final Cut Pro, Ultra & Visual Communicator (formerly Serious Magic), Captivate, Articulate, Engage, Camtasia, SnagIT, Sorenson
- **Audio:** Adobe Audition, CoolEdit Pro, Audacity, ProTools, Soundbooth
- **Web:** Dreamweaver, Flash, FrontPage, Acrobat, Hand-coding HTML, CSS, Javascript
- **Layout:** Adobe InDesign, Pagemaker, Framemaker
- **Graphic:** Adobe Photoshop, Illustrator, Fireworks, Freehand
- **Office:** Microsoft Word, Excel, PowerPoint, Access, Project, Visual Sourcesafe, Visio

Education

- **BA/Theater:** Marietta College (Ohio)
- **AA/Commercial Art:** Sussex County Vo-Tech School