

Ann Marie Toto
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Summary

I am an experienced professional team player, Sr. manager/ designer supporting the creation, development and sales of various solutions to address eLearning, marketing and communications. My experience includes a wide range of skills while keeping up with technology, providing great customer service and holding a team together.

Education/Degree

Major: Commercial Design, Lycoming College '91 Bachelor of Arts. *Minor:* Education

High Level Technical Skills (*Design/development & WBT management*)

- Authoring Tools such as: Breeze/Presenter, Captivate, Camtasia, VideoScribe, Articulate & iSpring
- Learning Management Systems: SuccessFactors, Saba, Compliance Wire, Cornerstone
- SCORM/AICC Development, integration & testing
- Monday.com (Admin and User Experience)
- Microsoft Azure, Teams, Sharepoint & Office
- Enable Now CMS and Producer
- Develops solid relationships with peers and stakeholders
- Understands and works within Change Management Situations
- Marketing design & digital media development (various apps, social media, email marketing)
- Tradeshow & event support, staying up with technology
- Setup, organize & facilitate meetings for cross functional teams vendors & management
- Develop technotes & SOP's (standard operating procedures)
- Works with scope creep, create RFP (request for proposal) & SOW (statement of work)
- Out of the box thinker/Idea creator, branding, sub branding for Marketing and eLearning
- Adobe Pro, Acrobat, Photoshop, Corel Draw & Various other no name software.
- HTML, Browser & FTP knowledge (web browsing/posting)
- Social Media (Facebook, LinkedIn etc), Webtrends Reporting, Bing/Google Adwords, Organic SEO

TENURED RELATED EXPERIENCE

Novartis Pharmaceutical: Title Sr Manager II

Department: Technology, Sales Training/Distance Learning & Marketing

CAREER EXPERIENCE

TERUMO Title: SAP/IT/LMS Admin & Help Desk Specialist (COE Team Member) Jan 2022-Current

- Collaborate with Center of Excellence (COEs) to build and integrate roles/curricula for Training and in the LMS.
- Created better user direction and SCORM settings for users while taking training in the LMS
- Works within the ITSM (Help Desk System) as an admin and user to take on tickets and escalate cases
- Manage & Direct 2 vendor associates to work on our team and in the ITSM Help Desk System
- Administrate, troubleshoot and integrate (ILT/WBT) training into the Success Factors LMS.
- Manages Training aspects confirming project tasks are addressed appropriately and in a timely manner

Alamo Pharma Consultant *Short Freelance*

Dec 2021

- Helped introduce new LMS and eLearning Authoring Templates to team members

Thermo Fisher Scientific · *LMS Contractor*

April 2021 - Aug 2021

- Acting technical and administrative LMS consultant for Brammer Bio's LMS needs. ComplianceWire & SuccessFactors LMS migration projects. ALM verification, focus with converting exams and on the job training items from one system to the other navigating all the differences and coming up with solutions. Managing small team to assist with certain tasks..

Saw Creek Estates: Marketing / Communications**Oct 2016- April 2021**

- Support the ***community & restaurant*** with marketing efforts.
- Design on & offline publications.
- Statistics & Social Media integrations, Facebook pages, constant contact ect.
- Manage internal & external websites.
- Act as manager & editor of the newspaper for 3K homeowners.
- Roadside, billboards, banners and LED signs.
- Connect with vendors & Pocono media such as TV, Radio and other news outlets.

PharmaDigital: Title: Project Manager & Account Director**Sept 2014 – Dec 2015**

- Continuing effort relating to eLearning Design/Development/Marketing & Communications (see Novartis).
Clients include but not limited to: Novartis, BMS, Shinogi & other GMP Companies.
- Project Management, Quality Testing, Talent Acquisition, eLearning Sales & Events.
This includes setting up and presenting at PDC events.
- Member of the CAC working with Karl Kapp at Bloomsburg U, and his Gamification students.

Preferred Validant Contractor/JnJ/McNeil: Title: Curriculum Designer**Nov 2012-Sept 2014**

- Supported Good Manufacturing Practice (GMP) and FDA Consent Decree (CD) initiatives.
- Collaborated with various quality teams on verification steps related to a CD and extreme deadlines.
- Other Tasks include working with department managers to organize and address training and LMS needs.
(Compliance Wire LMS – External Manufacturing and Base Departments)

RCI Technologies/Merck: Title: eLearning Project Manager**Contracts 2010-2012**

- Supported the design and development of eLearning and LMS integration and in house events.
e-Learning Project Management, Rapid Development and Communications Media/Solutions

Novartis Pharmaceutical: Title Sr Manager II**December 2001 – June 2010*****Department: Technology, Sales Training/Distance Learning & Marketing***

- Managed web course development & integration for a Learning Management System for 15K users.
- Managed cataloging of content (SCORM/AICC) to the Saba LMS (files, interactive & tests).
- Project management & designing for sales/brand and corporate business owners to ensure project workflow and milestones are met accurately. (cross functional - change management and departmental)
- Maintains strict quality control benchmarking, testing & compliance
- Review with core team & legal team reviews (FDA)
- Build knowledge base of shared information, Develop Technotes & SOP's
- Provided needs analysis, development, & communication efforts
- Manage & direct various US and global clients, vendors & consultants
- Maintains close relationships with vendors, vendor staff and high level directors & stake holders
- Ensure technical labs & the help desk is aware of programs and solutions
- Design & develop interactive courseware with the ADDIE & Kirk Patrick Models
- Supported the development & marketing of communications to various programs
- Worked with sales training managers on training suggestions and solutions for training/curricula
- Worked with SME (subject matter experts) to create adult learning solutions
- Sell solutions to internal clients & directors of other departments
- Acted as an Assoc. Director when needed and manage staff from different departments with dotted line reporting
- Create and develop ideas for podcasting, video casting, gaming for stand up and online training.

Usertech E-learning Group. Title: Sr. Graphics & Animation Specialist.**1996-2001**

- Designed, developed and created all graphics, themes and animations (2D & 3D) for training and presentation needs. These diverse projects include Computer/Web Based Training, , and Presentations, with animated speaking characters, game material & print collateral. Working closely with programmers I dictated the basic layout and design. In other assignments I developed CDROM labels/inserts and posters for printing needs. All projects include knowledge of design/layout, print proofing, web optimization and posting and ran from start to finish.

Ricoh Corporation Training Title: Service Publications Specialist.

1991-1996

- Created graphics and layouts for training and conference materials (print and online). Including logos, brochures, self-pace & regular Proofing and working with vendors was part of daily tasks relating to publishing many of these solutions. Supported Trade show events.

VOLUNTEER RELATED EXPERIENCE

2008 – Current: TC Dance Club International

- Support for various communication/marketing needs. 3D printing for Gala and events, Booth organization & support at expo's/festivals, Graphics for print (posters, flyers, brochures) and LCD displays. Social media support, email support, branding and concept development. Web support SEO, design, & development. GetResponse administration, development and integration. Anything to make the club exciting and enjoyable for all.
www.learnballroomlatin.com

1998 – Current: TJ Martell Cancer Foundation

- Coordinate with various vendors, radio stations for communications/promotions and public relations. Including setting up recording sessions and autographed material from music artists. Developed & created all graphics for promotional materials such as brochures, programs, website, posters, signs, animations, photography and walkathon-shirts.

Certificates/Achievements:

Consumer Marketing Mix and Execution
CAC Bloomsburg University
Business Excellence Awards & BRAVO
On the Spot Award & Proj Award (TERUMO)

Project Management (PMI) Courses
Flash Achievement/ XML fundamentals
Paulhamus Litho (intern)
Campaigned a candidate to the finals and Win!

Other

I am a very happy and devoted professional always looking to bring more to the table, and keep up with industry standards to further advance my skills personally or to provide a benefit to the company. As a quick learner I have been able to adapt to any situation, whether it be learning ballroom dancing or how to deliver a project from start to finish. I am flexible and willing to travel.

Endorsements via linked in: <http://www.linkedin.com/in/amtc40>

References & Portfolio are available upon request