

KATHRYN JACOBS COMMUNITY AND WEB 2.0 EXPERT

Phone : 602-770-6430

Address: 1121 40th Street #4401, Emeryville CA 94608

kathy@vitaminch.com or kathy.jacobs@gmail.com

EXPERIENCE SUMMARY

- Community Manager and online and social media guru
- Regular presenter and speaker – delivered both live and via web
- Technical writer, training specialist, and training manager specializing in troubleshooting computer problems and explaining solutions
- Blogger, microblogger, and author of multiple books
- MS Office expert

BIZMORE.COM, INC.: NOVEMBER 2008 – SEPTEMBER 2009

COMMUNITY MANAGER

- Responsible for founding, defining, and staffing the Community Team at Bizmore.com. (Bizmore.com is a site of features and community created content for owners and executives of small to medium sized companies.)
- Responsible for the day to day operations of the community team, executive presentations, and generation of site metrics.
- Main Administrator of Q&A spaces – a customized Jive Clearspace 2.5.x site
- Before site launched, defined the roles of the team members, documented the moderation process for the site and defined participation goals for the community content.
- Prior to public launch, position included documenting and leading testing of site platform through multiple code releases. Team was responsible for finding over 400 bugs in a period of six months. (Personally responsible for finding 20% of bugs.)
- Post launch, main responsibilities were metrics, moderation, leading team, connecting site members, and finding answers for questions from site members. This included making direct contact with site members, reaching out via Twitter, Facebook, FriendFeed, and many community sites.
- During first three weeks of public beta, community created content accounted for over 90% of the traffic. Due to efforts of Community Team, site was running at a 12% contribution rate.

ONLINE PRESENCE AND SOCIAL MEDIA ACCOMPLISHMENTS

SOCIAL MEDIA URLS:

- Main social media landing site: <http://www.VitaminCH.com>
- LinkedIn: <http://www.linkedin.com/in/callkathy> - Over 280 direct connections and multiple recommendations
- Bizmore: <http://bizmore.com/portal/people/Kathy>
- Twitter: <http://twitter.com/callkathy> - Network of over 2800 followers. Following over 3000.
- Facebook: <http://www.facebook.com/callkathy> – Network of about 450
- Social Media Business Card: <http://card.ly/callkathy>
- Plaxo: Find me under “Kathy Jacobs”
- Naymz: <http://www.naymz.com/search/kathy/jacobs/1593963>

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ONLINE MEDIA ACCOMPLISHMENTS

- Screencasts available on my blog and on The Visual Lounge, TechSmith's blog
- Expert in Camtasia, Snagit, Jing, and Audacity
- Member of organizing team for PodCampAZ 2007 and 2008. Presenter at both events.
- Webinar presenter, Eli Research, PowerPoint topics. Six webinars presented between August 2007 and April 2008.

PRIOR EXPERIENCE

JACOBS TRAINING AND CONSULTING: AUGUST 1999 - PRESENT

ALLVOICES, INC.: COMMUNITY GURU (SEPTEMBER 2008 – NOVEMBER 2008)

- Responsible for growing community for citizen journalism site. Includes creating network of users, ensuring users are able to use site, doing some testing of site, and ensuring that site continues to grow.
- Perform analysis on user involvement data - growth stats, contribution stats, etc.
- Create and update company blog
- Attend conferences and present on allvoices.com, citizen journalism, and how the average web citizen can get involved. (Includes panel moderation at BlogWorld Exp 2008 and sessions at PodCamp AZ 2008)

WRITER

- Writer, Vitamin CH - The cure for all computer ailments: Blog on a variety of subjects, including PowerPoint, OneNote, Snagit, beta testing, and other topics. (Current URL: <http://geekswithblogs.net/VitaminCH/Default.aspx>)
- Author of the books, *Kathy Jacobs on PowerPoint, Excel 2007 – The L Line,*
- Co-Author of the books, *Unleash the Power of OneNote* and *Excel Charts Made Easy*
- Wrote chapters for *Special Edition Using Microsoft(R) Office Word 2007* and *PowerPoint 2007 Bible*
- Writer for multiple online sites, including Microsoft's Office Online, All 'Bout Computers, LockerGnome, www.OutdoorCook.com, and many others
- Web mistress, www.OnPPT.com - Provides answers, information, and resources for PowerPoint and OneNote users of all levels developed from experience presenting training on PowerPoint, OneNote, and other subjects.
- Technical Editor on a variety of PowerPoint related projects

PRESENTER

- Frequent presenter at Phoenix area user groups on Word, PowerPoint, Social Media, and a wide variety of other topics.
- Moderator of session on Citizen Journalism at BlogWorld 2008
- Highly rated speaker for AzACC tour (Arizona Alliance of Computer Clubs): December 2006 tour on Snagit, February 2007 on Office 2007, and February 2008 on OneNote. Each tour is 35 to 38 presentations in 21 days around the state of Arizona.
- Presenter, APCUG Conference 2008, "Stump the PPT expert" and "Moving from online friends to real life friends"
- Presenter, SWUG 2007 and SWCC 2008
- Member of organizing team for PodCampAZ 2007 and 2008. Presented two presentations at each PodCampAZ.
- Webinar presenter, Eli Research, PowerPoint topics. Six webinars presented between August 2007 and April 2008.
- Presenter at PowerPoint Live 2003, 2004, 2005. Help Center Guru 2005, 2006

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TRAINER AND CONSULTANT

- On-line course creator and trainer, Eclectic Academy (Advanced PowerPoint: Animation and Introduction to OneNote)
- Solver of PowerPoint and OneNote Emergencies
- Creator and presenter of training classes for various clients on Microsoft Office.

PROJECT MANAGER: PROJECT NAVISHOW

Defined requirements, selected coding and design team, and managed creation of Project NaviShow. NaviShow was to be a software product which would revolutionize how users create and present with PowerPoint. Building on the ideas put forth by Robert Lane of Aspire Communications. It was planned to allow users to create and manage linked presentations with ease and without hassles.

ANALYSTS INTERNATIONAL CORPORATION

TRAINING COORDINATOR, MOTOROLA: MAY 1997 - SEPTEMBER 1998

Created and implemented training program for Motorola SPS employees in Phoenix, AZ, and Austin, TX. Responsibilities include:

- Hire training team and interface with other Motorola training groups
- Define, document, and implement training processes and metrics reports
- Define, develop, and maintain databases for tracking training
- Perform needs assessments to determine project and program needs
- Track and evaluate curriculum, classes, and budget
- Coordinate course creation and presentation

MICROSOFT MVP IN POWERPOINT AND ONENOTE, 2003 TO PRESENT

- Member of worldwide volunteer PowerPoint and OneNote communities
- Vice President, APCUG (Association of PC User Groups)
- Active member of PacIT Pros, Social Media Club SFSV, and Online Community Report Meetup Group SF

EDUCATION

Bachelor of Arts in Computer Science, Wartburg College, Waverly, IA

Writing samples, speaking recommendations, and references available upon request.