

Engineering Communications

Expert engineering storyteller and designer passionate about finding interesting stories, tying in GE Beliefs and getting the message of GE leaders out to employees in the most engaging way

Advanced technical skills in design, video, and office software

Employment History

GE ENERGY, Greenville, SC – (MDI Contract) TECHNICAL WRITER & STORYTELLER 3/14 – present

I locate, consolidate, update and communicate ten years of SmartPlant documentation for plant management software. Create a documentation management system using GE enterprise systems.

I create content for the new Advanced Manufacturing Center distributed on Colab, Video Central, and work with our Communications leader to post stories. I use my background and interest in engineering to find our engineering heroes and tell their story while getting across leader's initiatives.

GE ENERGY, Greenville, SC - OPERATIONS LEADER & COMMUNICATIONS 12/10 – 11/13

As the operations leader for ATO managers, I kept the engineering group 98% compliant on budgets and performance, managed QMS and created business websites and simple workflows for road maps, travel planning, and DOE funding.

The role evolved into communications, and I created, planned and managed the GM's communications initiative called "ATO interactive" and produced weekly webinars and videos for 700 engineers. "Enjoyment metrics" were tracked, and the show was ranked highly by over 80% of the respondents each week, and voted in GEOs meetings as the number one initiative to continue.

Designed internal branding for Heat Transfer team working with Corporate Brand team to design esthetics, typography and brand guidelines

GE ENERGY, Greenville, SC – (Belcan Contract) WEB DESIGNER 10/09 – 12/10

Created websites, managed quality systems, tracked budgets. I influenced leaders to communicate using GE tools and promoted a knowledge sharing culture.

AEIRE ENGINEERING, Greenville, SC – GRAPHIC/CAD DESIGNER 8/07 – 8/08

Created deliverables for Aerie's Knowledge Capture system by interview Subject matter experts, designed marketing collateral. Rendered SolidWorks 3D drawings and created installation guides, produced AutoCAD drawings

ATLAS FOOD SYSTEMS, Greenville, SC - MARKETING DIRECTOR 2/06 – 5/07

Developed graphic design to support marketing concepts, created proposals for vending company.

GE ENERGY, Greenville, SC - (ADECCO Contract) ENGINEERING ASSISTANT 9/05 – 2/06

Tracked metrics for global lab installation projects. Devised graphic communicating lab spend

SIEMENS TRANSPORTATION New York, NY - (CONTRACTOR) DOCUMENTATION LEADER 3/01 – 8/05

Built and managed documentation system for New York MTA’s \$400 million fiber optic installation project.

WWW.SKETCHINFO.COM, Greenville, SC - CREATIVE DIRECTOR 9/05 - present

Develop corporate stories via brand, print, video, social media and HTML/CSS & CMS web design.

From 1990 to 2001 I was a CAD Manager and designer for electrical, mechanical, architectural and structural engineering firms using AutoCAD and Microstation primarily in 2D and some 3D.

Communication and Technical Design Education

BA, Mass Communications/Creative Advertising, 1990, University of South Carolina, Columbia, SC
AS, Computer Aided Drawing/Industrial Drafting, 1992, Aiken Technical College Aiken, SC
AA, Graphic/Web Design, 2004, Sessions.edu, New York

Undeniable Story, 2014, StoryU.net

Video Journalism Classes, Leadership Symposiums, Six Sigma training, 2013

Web Design Certificate Rutgers University New Brunswick, NJ 2001

Management of Information Science Florida Atlantic Institute Boca Raton, FL 1996

GE Recognition and Awards

9/13	GE Inclusiveness	HR teaser video	12/12	GE Expertise	Visual Media
5/13	GE Expertise	ATO interactive video	8/12	GE Inclusiveness	Recruiting career fair booth
4/13	GE Imagination	Launch of ATO Interactive	3/12	GE Expertise	Recruiting video/brochures
2/13	GE Expertise	Engineers Week video/graphics	9/11	GE Imagination	Team building Strategy/Brand

- * 2012 Global GE Impact Award for Developing Health Initiatives
- * 2012 Attended Greenville Leadership Symposium for Affinity Group Leaders, Global Leadership meetings
- * 2011 Recognized for leadership in APAF resulting in successful regional event
- * 2010 Volunteer of the Year’ by Upstate Forever for publication design
- * 2010 Belkin Recognition for superior service to GE