

Wenda O'Neill

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Professional Summary

Results-driven instructional design professional with over 18 years of experience in creating engaging learning solutions, streamlining processes, and implementing innovative technologies. Skilled at designing instructional materials, leveraging data to drive decisions, and managing end-to-end software implementations. Expertise in instructional design technologies, e-learning development, and cross-functional collaboration. Passionate about empowering learners and organizations through scalable, effective training solutions both in person and virtually.

Key Achievements

Instructional Design & Training Development

- Created step-by-step technical documentation and training programs for cross-departmental teams, improving workflow efficiency and reducing errors across operations.
- Designed engaging e-learning content and facilitated training sessions to support adoption of new systems and processes.
- Developed scalable training solutions tailored to meet diverse learning needs, improving team performance and operational outcomes.

Software Implementation & Process Optimization

- Led the implementation of a new accounting software system, serving as the primary liaison between implementation teams, management, and stakeholders. Delivered comprehensive training across sales, service, and accounting departments.
- Played a key role in launching a new VOIP business model, working with underlying carriers to design performance analytics and operational workflows.
- Identified opportunities to automate manual workflows, resulting in a 25% improvement in reporting accuracy and time savings.

Professional Experience

(Additional details to follow on page two)

Core Competencies

- Instructional Design & E-Learning Development
- Process Improvement & Workflow Optimization
- Stakeholder Collaboration & Needs Analysis
- LMS Platforms (Canvas, Blackboard, Google Classroom) & Learning Analytics
- Data-Driven Decision Making & Metrics Reporting
- Software Implementation & Training Delivery
- Adobe Captivate, Canva, and AI Tools
- Learner / Customer-Centric Training Solutions
- Remote Team Collaboration / Virtual Team Training

Professional Experience

Director of Administration

Matthijssen, Inc. – Cedar Knolls, NJ | 2006 – Present

- **Leadership & Management:** Lead accounting, warehouse, and purchasing operations, supervising cross-functional teams to enhance productivity and operational efficiency.
- **Technical Writing & Training:** Authored comprehensive documentation for accounting, inventory, commissions, and purchasing procedures, ensuring seamless adoption of newly implemented processes.
- **Data Analytics:** Generated detailed reports aligned with stakeholder-defined metrics, supporting business development, sales analysis, and decision-making.
- **Process Improvement:** Acted as a liaison between service, sales, and administrative teams, identifying and resolving workflow inefficiencies to reduce errors and streamline communication.
- **Training & Support:** Provided in-depth training on in-house accounting software and processes for employees across departments.
- **VoIP Division Management:** Managed backend operations, including port requests, billing updates, records maintenance, and analytics. Delivered profit & loss statements, commission reports, and data-driven insights to stakeholders.
- **IT Support:** Assisted with advanced Microsoft Office troubleshooting for complex issues, such as Excel formulas, Word formatting, and Outlook display problems.

Owner

ONeill Art Works – Remote | 2020 – Present

- **Digital Product Design:** Designed and tested creative craft projects for Cricut® users, creating over 300 listings across four 5-star-rated Etsy shops.
- **E-commerce Management:** Managed all aspects of online stores, including listing optimization, SEO, photography, tutorial video creation, and customer service.
- **Social Media & Marketing:** Created and maintained a strong social media presence on Facebook, Pinterest, and TikTok, using analytics to drive SMART goals and increase engagement.
- **Web Development:** Designed and maintained self-hosted WordPress websites via cPanel to support e-commerce operations.
- **Data-Driven Decisions:** Leveraged analytics to inform strategies, optimize listings, and improve sales performance.

Professional Experience

(Additional details to follow on page three)

Professional Experience

Microsoft Office Instructor

The Stuart School – Wall, NJ | 2001 – 2006

- Taught adult learners advanced Microsoft Word, Excel, PowerPoint, and Outlook skills, preparing them to pass the MOS exam and become certified instructors.
- Developed and implemented comprehensive lesson plans tailored to diverse learning needs.
- Facilitated engaging, hands-on training sessions to build confidence and skill proficiency.

Help Desk Analyst

Systems 3000 - Long Branch NJ | 1999-2001

- Supported the implementation of proprietary fund accounting software for school districts, delivering on-site training for administrators.
- Designed and delivered instructor-led training sessions to equip end-users with essential software skills.
- Provided phone-based technical support to resolve user issues and maintain software performance.

Education

Master of Arts in Instructional Design & Technology (In Progress)

Walden University | Anticipated Completion: [2025]

Bachelor of Arts in Leadership

Minor: **Psychology** | William Paterson University

Certifications and Memberships

Certifications

- Professional Coach Certification
- Google Analytics Certification
- Google E-Commerce & Digital Marketing Certification
- Meta Social Media Marketing Certification

Professional Memberships

- Association for Educational Communications and Technology (AECT)

Technical Skills

- Instructional Tools & Software: Adobe Captivate, Canva, Adobe Illustrator, Adobe Photoshop, Adobe InDesign
- Learning Management Systems: Canvas, Blackboard, Google Classroom, Learnpress
- AI & Emerging Technologies: ChatGPT, Perplexity, Gemini, Midjourney, Play.ht
- Web Development: WordPress, Shopify, Wix, cPanel
- Analytics & Marketing Tools: Google Analytics, SEO, Social Media Marketing
- Office Productivity: Microsoft Word, Excel, PowerPoint, Outlook (Expert), Office365
- Business Tools: QuickBooks, eAutomate, Freshbooks
- Remote/Virtual Tools: Zoom, Teams, Webinarjam, GotoAssist