

# Alexandra Kapelos-Peters

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## Profile

- Innovative, enthusiastic, & creative team leader and experienced project manager
- Bilingual (excellent English and strong French communication skills)
- Conceptual & analytical; problem-solver; strong interpersonal skills; confident public speaker
- Broad range of expertise in communications, instructional design, & multimedia development

## Key Work Experience

**Senior Project Manager, IC Axon (Pharmaceutical training)**

Feb 2008+

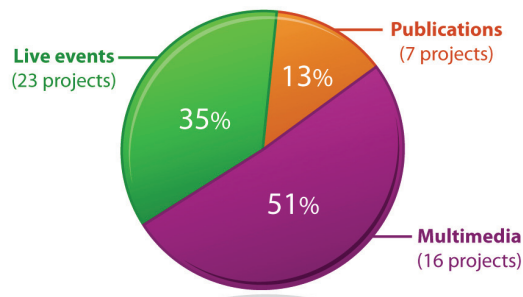
**Achievements** (February 15, 2008 – February 15, 2010)

- Oversee projects representing ~\$2.5M USD in annual revenue
- Deliver 46 projects representing 44% of total corporate revenue
- Lead multimedia project teams of 3-15 on a daily basis
- Manage 15-25 active projects on an ongoing basis

Projects as % of Total Revenue



Project Types and Revenue Distribution



Size of Project Team



# of Active Projects



## Responsibilities

- Account & project management
  - Manage budget and schedule to ensure ultimate project success
  - Direct project activities and tasks on a daily basis
  - Develop templates and establish best practices for client status and financial reporting
  - Build credibility, establish rapport, and maintain communication with stakeholders
- Product development
  - Lead product development from conception to completion, ensuring innovation, quality, creativity, and consistency in design and development
  - Develop product concepts aligned with client needs & specifications
  - Collaborate with external vendors to provide comprehensive solutions
- Business development
  - Present corporate services to potential clients during live pitches
  - Contribute to proposal development and project scoping
- Team management
  - Coach and integrate project managers
  - Manage external contractors and suppliers
  - Mentor team of graphic artists, web developers, and instructional designers

**Senior Learning Technologist, VIA Rail Canada (Rail transportation)**

Mar 2006 to Nov 2007

**Achievements**

- Top Management Performer of 2006
- Managed rollout of video-based training and a web collaboration solution to 3,500 users
- Implemented strategies such as gaming, animation, and simulation, that maximized knowledge transfer, increased audience retention, and contained costs

**Responsibilities**

- Program management
  - Oversee the development of all multimedia training courses, tools, and projects
  - Develop project evaluations and report metrics on key business objectives and ROI
  - Assess new tools & techniques to increase access, efficiency and quality of training programs
  - Nurture relationships with external vendors, service providers and business partners
- Product development
  - Produce customized, interactive, cost-effective, bilingual, multimedia training courses
  - Develop instructional objectives, detailed storyboards and course structures
  - Introduce video-based learning and manage company-wide video production
- Team leadership
  - Train and coach 2 course designers and multiple content developers

**Instructional Multimedia Designer, McGill University (Higher education)**

Feb 2004 to Mar 2006

**Achievements**

- Initiated university-wide use of eLearning programs
- Led training group in implementing multimedia solutions
- Streamlined development processes by researching and recommending rapid authoring tools and by creating reusable development templates

**Responsibilities**

- Project management
  - Apply a case-study approach to plan, develop, deliver and evaluate training programs
  - Monitor project activities and collaborate with internal stakeholders
- Product development
  - Assess organizational capacity to deliver programs via needs assessments and ROI evaluations
  - Instructional design and technical development of programs for faculty and staff
  - Establish processes and guidelines and create documentation for program-wide rollout
- Training facilitation
  - Deliver training to faculty and staff on software applications and corporate workflow
- Team leadership
  - Lead team of 8 instructional designers and training professionals in program creation

**Other Experience includes:**

**E-Learning Consultant** to Bayer HealthCare (2005-06) and Church & Dwight Canada, (2007-08)

- Conceptualized, designed, and developed multimedia courses for public education
- Oversaw medical and technical subcontractors
- Collaborated with client marketing and communications teams

**Multimedia Techniques Instructor, LaSalle College, 2008-09**

- Delivered courses:
  - Estimation and Commercialisation of Multimedia (aka Multimedia Project Management)
  - Visual Design for Multimedia
  - Interactive Multimedia Screenwriting

## Professional Development

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- Graduate Management course in **Business Economics** (McGill) 2009
- **Managing Multiple Projects and Deadlines** Workshop (SkillSoft) 2009
- Courses in **Human Resources Management**, including Organizational Behaviour, Management Information Systems, and HR Management (McGill) 2006-2008
- Advanced Written and Conversation **French for the Workplace** 2007
- Certificate in Macromedia **Flash Application Development** 2005
- Certificates in **PhotoShop, Illustrator, PageMaker & Front Page** 1999-2000
- **HTML, C/C++** Certification 1998

## Summary of Technical Qualifications

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Create	<ul style="list-style-type: none"><li>• Web: HTML, XML, CSS; Dreamweaver; Flash MX/MX 2004/8/CS3, ActionScript 1.0/2.0</li><li>• Audio: Audacity; CoolEdit; SoundForge</li><li>• Video: Avid Media Composer; Adobe Premiere, Ultra</li><li>• Design: QuarkXpress; PhotoShop, Illustrator, FireWorks, FrameMaker, InDesign</li></ul>
Use	<ul style="list-style-type: none"><li>• Rapid authoring: Articulate, Camtasia, Captivate, FlashForm, Raptivity, SmartBuilder</li><li>• Web conferencing: Elluminate, Adobe Connect (Breeze), WebEX, Saba Centra</li></ul>
Test	<ul style="list-style-type: none"><li>• Defect/bug tracking: JIRA, HEAT</li></ul>
Manage	<ul style="list-style-type: none"><li>• Reporting: SCT Banner, SPSS, Crystal reports</li><li>• Microsoft Office, Project, SharePoint, Visio; Lotus Suite</li><li>• Learning Management Systems: IBM, Saba, SumTotal, WebCT</li></ul>

## Education

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- **Graduate Diploma in Management (Operations Management)**  
*Expected 2011, McGill University*
- **Bachelor of Arts** (English – Cultural Studies)  
McGill University

## Awards & Achievements

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- **Top Management Performer** (VIA Rail Canada, 2006)
- 1 of 5 recipients of the **Reynolds Atelier** (McGill University, 2004)
- Recognized "**Mentor**" of **Information and Communications Technology** (Certificate, Government of Canada, 2001)