Joel M. McNee

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About Me: https://joelmcnee.waterkeys.ca
Portfolio: https://waterkeys.ca/seneca/

Instructional Digital Media Developer

Digital Media Production	Prototyping / Coding	Management Systems
CMS Development	Analyst / Trainer	BrightSpace LMS
Technical Account Manager	Design and Testing	Client Relationships

Highlights of Qualifications

- Practical and effective blend of creative and technical knowledge using multimedia authoring tools and techniques with background in digital imaging and audio / visual design
- Webmaster Content Site Design Certificate - Front-End UI/UX Developer
- Demonstrated understanding of continuing education to remain technologically current
- Knowledge and understand of WCAG / Accessibility standards
- 10 yrs+ SysAdmin experience: MCSE - Microsoft Certified Systems Engineer
- PMP - Certified Training from University of Waterloo
- 8+ yrs as Client Relationship Advocate, Program Manager using D2L BrightSpace
- Digital Imaging Certificate Training(Webmaster) and Audio Visual Media Diploma (2yr)
- Entrepreneurial, Self-starter: Entertainment Group Leader / Producer
- Highly collaborative with aesthetic sense, balanced with business requirements

Skills and Technology - Multi-Media / Web Development

HTML / CSS	Bootstrap	jQuery / AJAX
Logic Pro X	WordPress / PHP	Sass
Photoshop (Adobe Suite)	Final Cut Pro X	Prototyping and
Brightspace LMS	JavaScript	Requirements

Experience

D2L Brightspace - Client Portfolio / Relationship Manager (TAM)

- **High Level Communication and Client Success Role**
  - Co-established and Developed the Technical Account Manager Program.
  - Built, Nurtured and Maintained Premier Client Relationships as single point of contact for enterprise educational client portfolios in excess of 500,000+ unique users in high-impact, high-visibility and high-demand environments.
  - Yearly revenue for TAM client program in excess of $200,000 per TAM client deck.
  - Premier Ed-Tech Clients included: Wright State University, The Ohio State University, Calgary Catholic School District, Southern Alberta Institute of Technology, University of Akron, Pennsylvania State System of Higher Ed, Brigham Young University-Idaho and more.
- **Pre-Production and Production Accomplishments:**
  - Promoted on-going QA improvements to internal processes and to TAM program through development of TAM Health Check and TAM 'QoS' Review Program.
  - Designed and Produced TAM training materials- Final Cut Pro X for on-boarding (5min Video Series)
  - Produced relevant client facing training / communication media for program development

Digital Media Producer
Pre-Production and Production Accomplishments
- Worked independently and collaboratively to plan, conceptualize, develop, produce, manage and maintain creative elements in support of the brand; worked as a team to create an on-line presence to support group marketing and artistic goals
- Successfully built marketing framework ([wix.com](wix.com)) and managed members and design elements for professional entertainment (band) as a member, manager, and design leader.
- Formed WaterKeys Media as extension of live music services organization.
- Key Accomplishments:
    - Built and lead a team of 5+ members from concept to a performance ready music entertainment enterprise
    - Took concepts from a non-existent state to a viable entertainment portfolio with an on-line presence. Built material for YouTube and Facebook.
    - Delivered performances and developed merchandise and other revenue streams using social media, video production and other processes.

Facilitator, Trainer and Analyst
Communication, Organization, Adult Learning and Content Advisor

- <u>DART Analyst</u>: Performed high-level, detailed and mission critical support to premier enterprise customers of Blackberry technologies (CIA, EOP, Military, Commerce)
- <u>Trainer and Facilitator</u>: Extended Mastery - Facilitated Training with both external and internal learners, leading stakeholders to better understanding and success using BES
- Worked closely with Instructional Designers on curriculum development and delivery.

Work History

Digital Media Producer: WaterKeys-Media/WhiteWater Keys	2016 - Present
Senior Technical Account Manager, Desire2Learn	2012 - 2020
Blackberry Trainer and Analyst - RIM/Blackberry	2008 - 2011

Education and Training
- Seneca College - Webmaster Content Site Design Certificate - 2020
- UW / UWO - B.A. Undergraduate Courses
    - Business Administration 020, Economics 200, Communications
- University of Waterloo-Centre for Extended Learning
    - Official PMP - Project Management Training
- Friesen Kaye and Associates: Adult Learning Principles, Train the Trainer
- Conestoga College -Digital Imaging (Webmaster) Program
    - Principles of Graphic Design, Flash, Web-site Design, QuarkXPress, Dreamweaver, Illustrator, Photoshop, Fireworks,
    - Video Editing- Final Cut Pro X
- Object Arts, London ON - Microsoft Authorized Training Provider - MCSE Certificate
- Fanshawe College- Audio Visual Technician Diploma
    - Photography, Storyboarding, Video Production, Presentations, Audio Production, Scriptwriting, Film Criticism, Electronics
- LinkedIN Training - Audio Engineering - Logic Pro X, Video Editing- Final Cut Pro X, Music Copy-write, licensing, publishing, intellectual property, photography, responsive web design, HTML5, CSS, JavaScript, PHP, WordPress