Michael Torocsik

Creative online learning and media problem solver with demonstrated experience in all aspects of the creation of online learning products and tools. Curious and detail-oriented solutions analyst; sees the big picture and recognizes how all moving parts, when finely tuned, can be streamlined to produce high quality products more efficiently. E-learning department manager and person-centered supervisor, motivated by team advancement and employee goals.

Education
Northeastern University '03,
B.S. Media Arts and Design

Skills
Adobe Acrobat,
Captivate,
Illustrator, InDesign,
Photoshop, XD
Articulate Engage,
Presenter,
Storyline/360
Camtasia Studio,
Moodle, Canvas,
Lectora, Craft,
Sitecore, Drupal,
Digital Photography
HTML, CSS,
Hype
Jira
Microsoft Office

Velir - Somerville, MA; January 2022 - May 2024;
Digital Solutions Analyst;
Client-facing role responsible for gathering, discovering, and documenting business needs. Worked with developers to inform detailed functionality via documentation of functional specs using client needs. Created inventories and content mapping strategies for site migrations. Lead the team in creating taxonomy and content management strategies. Worked with stakeholders and UX/UI teams to prescribe and document front end solutions and back end integrations. Facilitated content author trainings and demos and assisted with QA testing plans. Acted as Product Owner, remaining on projects from early discovery conversations, through design, development, and testing, all the way through to project launch. Performed gate checks along the way to ensure development estimates are close to actual time spent on task. Worked with producers to plan sprints and maintain project backlogs. Client support/helpdesk lead, running interference with developers to fix user/user issues in real time. Worked on both Drupal and Sitecore projects.

C4 Innovations - Needham, MA; March 2019 - January 2022;
Manager, Dissemination and Implementation (DIT);
Managed the day-to-day activities of DIT (Design/Development/Multimedia/QA/User Testing). Provided guidance, leadership, feedback, and coaching to motivate team members and facilitate department growth. Primary point of contact for DIT; meeting with project and program manage- ment for daily/weekly strategy, scheduling, and capacity analysis. Communicated and managed project process and production timelines with the development team, project managers, and clients. Managed and oversaw team activity in Jira and Smartsheet. Maintained mastery of design and content for complex user-focused products. Managed Content/Learning Management Systems (CRAFT, Moodle, Databases). Department administration; department billing accounts. Provided detailed information and cost estimates to the project teams to develop accurate specs, objectives, and budgets. Maintained department systems and inventory. Identified new tools and systems; striving for efficiency, convenience, and value.

Center for Social Innovation - Needham, MA December 2015 - March 2019;
Producer, Dissemination and Implementation;
Coordinated the planning, design, review, quality assurance, documentation, implementation and testing of D&I technology products; including planning and leading meetings, coordinating timelines and budgets, assigning work and advising team members on day-to-day priorities, and communicating and collaborating with internal and external stakeholders. Designed, developed, and updated training materials and documentation, including live training, remote training, on-demand video tutorials, and others. Ensured quality review and delivery of excellent course materials and activities in online courses, webinars, and other C4 technology products. Developed and conducted usability tests, and turned issues into concrete product improvements.

Pearson- Boston, MA January 2008 - August 2014;
Lead Media Developer, Inside Services and Direct Delivery;
Responsible for the creation of several product models. Lead the team into becoming more like stakeholders and less like producers. Made significant contributions to the department's custom- er facing training site, internal training repository, and virtual course platform. Managed several vendors and freelance developers in an effort to streamline production timelines. Lead the team to embrace the idea of thinking beyond the here and now by providing solid best practices and documenting those findings while looking for new and strategic ways to streamline processes.

Pearson- Boston, MA August 2006 - January 2008;
Marketing Specialist, Tech Marketing;
Created informative campaigns to market Prentice Hall's technology products. Provided presen- tation support to sales force and marketing department. Updated internal marketing materials repository using a content management system. Worked with Tech Marketing Director to identify customer needs, track customer activity, and modify campaigns to address new product rollouts and updates. Created presentations and promotional materials for conferences, sales meetings, and conventions. Analyzed competing technology, learned new technology, and collaborated with other marketers and sales professionals.