

# Stuart Rosen

Communication \* Training \* Design \* Video \* Content

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## Summary

Best known as the "Creative in the IT Department" with 30+ years of experience in communication, training, presentation, and video production; specializing in translating complex technical concepts into easy-to-understand content.

## Experience

### COMMUNICATIONS MANAGER

2010-Present

Veterinary Centers of America, Inc. (VCA)

- Drove learner engagement through short-form TikTok style video series to share training tips and tricks of proprietary software to 25k+ users.
- Led a cross-functional team to implement a new SharePoint intranet site, enhancing information accessibility for entire company across the US and Canada, with over 1.3 million monthly visits.
- Produced 300+ interactive training modules for software using Articulate and Cornerstone on Demand.
- Successfully developed and launched a comprehensive IT communication strategy including the production of marketing videos, presentations and collateral for existing and emerging practice management systems.

### ELEARNING AND INTRANET SPECIALIST

2008-2010

Manatt, Phelps & Phillip LLP

- Developed and launched over 40 eLearning courses, increasing training completion rates by 30%.
- Implemented a new learning management system that improved user engagement and satisfaction scores by 35%.
- Conducted needs assessments and learner feedback analysis, leading to a 40% improvement in course relevance and effectiveness.
- Collaborated with subject matter experts to create interactive and multimedia-rich eLearning content.

## Skills

- Training Modalities
- People/Project Management
- Creative Writing
- Storytelling
- Verbal/Written Communication

## Software

- Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, Audition, InDesign)
- MS Office Suite (Advanced Word, Excel, PowerPoint, Outlook)
- Web - SharePoint, Dreamweaver, HTML5, CSS, WordPress
- Training – Articulate Storyline, Cornerstone, Captivate, Camtasia

## **SOCIAL MEDIA PRODUCER**

2007-2010

Guru Stu Enterprises LLC

- Specialized in developing and implementing Web 2.0 social media strategies to enhance brand awareness, engagement, and traffic.
- Created video content for YouTube, Google and private site distribution.
- Designed, coded, and modified visually appealing sites that featured user-friendly design and clear navigation for small to medium-sized companies.
- Created marketing campaigns through blogging tools and social networks.

## **EXECUTIVE PRODUCER**

2004-2007

Countrywide Financial Corporation

- Produced over 150 high-impact training videos for online distribution to 8,000+ employees, using IBM OpenText and Vignettes.
- Managed all phases of video production from creative brainstorming, copywriting, directing and producing to post-production editing, using Adobe Premiere and Final Cut Pro.
- Produced interactive learning modules using Captivate and Flash.
- Produced and edited monthly video communication from the President of the company.

## **WEB DEVELOPMENT PROJECT LEAD**

2000-2004

Countrywide Financial Corporation

- Team Leader of 12 designers, developers, and programmers that created high-volume customer-based web apps and employee-based eLearning.
- Built and maintained the largest customer site from the ground up, handling 1,000,000 homeowners per month and over 1,000,000 secured transactions per hour.

## **OWNER – VIDEO/WEB PRODUCTION**

1996-2000

Steel Rose Productions

- Owned and operated boutique shop for development of videos and websites for small to large corporations and private businesses.
- Web Designer and Instructional Designer for e-learning systems for up to 1,500 employees
- Graphic design of marketing material using Adobe Photoshop and Illustrator
- Overseeing day-to-day operations, from strategic planning and financial management to marketing and customer relations.

## **Education**

**Marietta College**

BA / Theater

**Sussex Co. Vo-Tech**

AA / Commercial Art

## **Other Sides of Me**

### **Stu Rosen Art**

Ballpoint Pen Artist  
with shows in Beverly Hills, Laguna Beach, Downtown LA, and London.

[StuRosenArt.com](http://StuRosenArt.com)

### **Enlightoons**

Cartoonist for 20+ years, sharing laughs and life lessons.

[Enlightoons.com](http://Enlightoons.com)

### **I Dunno Cookbook**

Author and at-home chef, specializing in quick meals for finicky teens.

[IDunnoCookbook.com](http://IDunnoCookbook.com)