

Anita M. Roberts

5936 King Hill Drive, Farmington, New York 14425
Phone: 585-506-6582 / E-mail: anita.roberts@dygit.com

JOB TARGET

Project Administration

PROFESSIONAL PROFILE

A quality minded individual, experienced in communications and quality assurance seeking a challenging opportunity to draw on my diverse experiences.

WORK HISTORY

**Mercy Flight
Central, Inc.**

October 2005 – Present

***Human Resource
Specialist /
Development
Associate***

Human Resource Specialist

Perform human resource activities for non-profit air medical transport company supporting approximately eighty employees. Responsibilities include:

- Maintain company policies and procedures
- Duty roster scheduling for air medical personnel (30 employees)
- Compliance tracking of air medical personnel certifications and training requirements per Commission on Accreditation of Medical Transport Systems (CAMTS)
- Oversight and tracking of performance evaluations for personnel
- Employment acquisition/terminations
- Maintain a working knowledge of federal and state labor laws
- Benefits administration
- Management and delivery of monthly company newsletter
- Organize and facilitate interview and testing process for selection of employment candidates for addition to employment waitlist

Development Assistant

Perform duties related to fundraising activities. Responsibilities include:

- Spearheaded planning and design of 2005 company annual report, which included photography selection, content identification and composition, interview contributing management and employees, selection of patient testimonials and delivery to key contributors
- Organize, implement, develop and liaison with volunteers for delivery of fundraising events
- Participate in company activities and meetings
- Provide reporting for monthly Board of Trustees meeting
- Maintain fundraising event calendar on company Web site
- Represent the company at community group meetings

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Freelance Designer

December 2005 – October 2005

Graphic / Web Design Consultant

Performed graphic and web design related activities in support of companies seeking to or have existing e-commerce and informational presence on world wide web which included:

- Analysis of audience dynamics
- Existing site analysis
- Proof of concept design
- User interface design methodologies
- Web-based sales advertising design concepts
- High-end design development (Flash-driven design)
- Product photography
- Web-based newsletter design and delivery

Site design input and development for:

- www.wholelattelove.com
- www.wholelattelove.com/outlet
- www.aabreecoffee.com
- www.sugarhillarabians.com
- Talon Financial Group
- www.estrofestlaughs.com
- www.bigwheeldesign.biz
- www.importika.com

CIBER

September 2003 – August 2004

Senior Consultant

As a Senior Consultant, performed Project Management functions for IT application development utilizing SQL and Web technologies.

Project 1 Overview: Analyzed business requirements and developed an application that provides Web-based reporting tool that tracks test product launches.

Benefits: Application enabled engineering teams to identify problem areas for design enhancements. This allowed a significant saving in QA.

Project 2 Overview: Analyze business requirements and developed a Web-based application that provides management with nationwide machine sales and leasing information.

Benefits: Application provided centralized and customized reporting functionality for upper level management which assisted in finding variance issues with customer contracts.

Project 3 Overview: Analyze business requirements, design and

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develop a web based SQL database driven corporate Intranet. **Benefits:** Provided management and employees with a more centralized location for corporate HR policies and procedures, live news feeds, various departmental procedures, employee spotlights, property project announcements, expense report submittal, and corporate directory. Site design included development of administrative tool utilized for site updates, which eliminated need for advanced developers or designers for content updates.

Significant contributions:

- Voluntary effort provided support to redesign efforts of the Seneca Park Zoo Web site. As a contributor to a six person team, my role was to evaluate site content, redesign the existing information architecture and perform migration of original site content of over 300 pages to the new database driven administrative tool.

Benefits: Overall improvement to visual design and user interface. Introduction of more advanced search feature and development of administrative interface for content updates, which could be performed by any member of the Zoo team.

Knowledgeable areas:

- Project management / coordination
- Quality assurance auditing
- Development and enhancement of quality assurance processes
- Business analysis
- Communications development and delivery
- Sales support in the development of proposals, statements of work and RFPs
- Client survey development and analysis
- Team management/mentoring
- Training development and delivery
- Program level customer engagement
- Meeting facilitation

EDS	August 1991 – August 2003
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Web / Graphic Designer
9/1998 – 8/2003

Supported Marketing/Communications organization in the delivery of account communications and corporate Intranet sites for employees and customers. As a senior level designer, responsible for Intranet site designs, server migration coordination, content management, and quality assurance. Supported executive team in the delivery of quarterly review presentations to client executives.

Significant contributions:

- Designed and implemented first global html-based newsletter, which was delivered to over 30,000 customers. Newsletter focus was to communicate new technologies that were being

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deployed globally during a two year period. Coordinated efforts with translation services for multiple languages.

Benefits: Successfully devised method for communicating technology changes globally in multiple languages.

- Performed analysis of corporate Intranet site for complete redesign and server migration. Performed redesign of information architecture. Provided multiple design options. Performed project coordination for design implementation, which included server migration effort.
Benefits: Consolidated hundreds of sites that varied in designs and styles into one unified presence for employees. Gained satisfaction in user experience.
- Developed and facilitated Web Design Workshop targeted at individuals who provided Web content updates and designs. Workshop focused on user centered design methodologies and corporate brand standards for writing and visual aids for sites.
Benefits: Ensured consistency in the design and development of Intranet sites.

Knowledgeable areas:

- Business analysis
- Process development
- Web and graphic design
- Quality assurance
- User-centered design principles for Internet/Intranet sites
- Section 508 compliance requirements
- Global site design and development in conjunction with translation services
- Executive level multi-media presentations
- Develop and facilitate training modules for Internet/Intranet site design methodologies

Human Resource Analyst 7/1996 – 9/1998

Supported organization of over 2,000 employees. Acted as liaison between management and Employee Relations organization for employee related issues which included problem performance, violations of company code of ethics policies. Worked closely with recruiting organization in support of job fairs and internal resource needs. Performed workforce reduction planning and implementation. Monitored performance review schedules to ensure timely delivery. Administered Employee Referral Bonus Program. Communicated HR activities to leadership team and employees where appropriate. Facilitated ranking process communications to leadership teams. Tracked and analyzed employee attrition rates. Provided employee survey analysis of top dissatisfiers and implemented corrective action plans. Designed, implemented, and administered global recognition program.

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Significant contributions:

- Developed global recognition program targeting an audience of over 3,000 employees. The focus of the program was in conjunction with our client customer focus campaign (Customer First) to align our account with activities of our customers. The program offered three levels – individual to peer, manager to team, and client recognition. The program set the foundation for the recognition of global teams that exceeded customer expectations.

Benefits: This program made significant contributions to employee morale and customer satisfaction by communicating the outstanding performance of employees and teams across the account.

- Performed account-wide job code analysis to determine placement of employees within salary ranges. Analysis determined that over fifty percent of employees were hired below the minimum range when hired into the company. The analysis also determined that many employees were placed within job titles that were not well suited to the actual job functions being performed as a means of meeting new employee salary requirements.

Benefits: This analysis established a more consistent method for hiring employees, ensuring that appropriate job codes were identified use. This effort also identified the need to provide one-on-one communications between management and employees regarding individual compensation plans in conjunction with annual reviews.

- Co-developed and facilitated Leader's Internship training program which identified eligible candidates who were either on management career path or were recognized as up and coming leaders. The program consisted of nine weekly classroom sessions and used existing leaders to act as mentors and coaches throughout the program. Executive leaders were often identified as guest speakers throughout the program. The program curriculum was designed to focus on our people, our customers, and our business. Specific areas of training included corporate values and vision, problem performance, sexual harassment, employee recognition, customer and employee satisfaction, employee compensation, and behavioral interviewing.

Benefits: This highly successful program graduated candidates with the tools to consistently manage employees and projects.

Knowledgeable areas:

- Resource planning

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- Performance Improvement Plans
- Workforce reduction planning and execution
- Referral Bonus Programs
- Communication planning
- Employee Surveys
- Process development and delivery
- New Hire Acclimation training
- Leadership Training development and facilitation

***Administration /
Project
Coordination
8/1991 – 7/1996***

Provided support to transitioned Xerox mid-level managers with staffs totaling over 500 employees and contractors. Coordinated travel arrangements. Processed invoices. Procured equipment and software. Coordinated and facilitated event planning. Developed and delivered employee communications. Provided presentation support to management. Provided training development and facilitation.

Significant contributions:

- Recognized need for development of employee training course for Corporate Administrative Systems (CAS). This mainframe application allowed employees to submit travel requests, expense reports, and personal updates. I developed a hands-on training course that stepped employees through each process for submitting requests.

Benefits: Course was successfully delivered to over 600 new and transitioned account employees. The course materials were packaged and provided to administrative personnel across the account to deliver training to locations outside the Rochester, NY area. The course provided for a more consistent submittal of requests by employees; minimizing incorrect entries and the amount of time for approvals. Course was rated very favorably by employees, administrative personnel, and managers.

Knowledgeable areas:

- Project coordination
- Training and development
- Administrative support
- Communications development and facilitation
- Event planning
- Travel coordination

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WORK HISTORY SUMMARY

Mercy Flight Central, Inc.	Human Resource Specialist and Development Associate – 10/05 to Present
Freelance Design	Web/Graphic Design Consultant – 12/04 thru 10/05 Rochester, NY Supporting the following clients: <ul style="list-style-type: none">• Sugar Hill Arabians• Talon Financial Group• Salzmann Group• EstroFest Comedy• Big Wheel Design
CIBER	Senior Consultant – 9/2003 thru 8/2004 Rochester, NY Supporting the following client(s): <ul style="list-style-type: none">• Preferred Care• Wilmorite• Xerox
EDS (Electronic Data Systems)	Web/Graphic Designer - 9/1998 thru 8/2003 Human Resource Analyst – 7/1996 thru 9/1998 Administrative Assistant – 8/1991 thru 7/1996 Rochester, NY Supporting the following client(s): <ul style="list-style-type: none">• Xerox
Prudential Insurance Company	Administrative Assistant – 1/1983 thru 6/1991 Rochester, NY
United States Army	Specialist 4 th Class / Requisition Specialist – 6/1979 thru 10/1981 West Germany Supporting military units throughout West Germany

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COMPUTER SKILLS

Microsoft	Microsoft Word, Excel, PowerPoint, Project
Adobe	Acrobat Professional 6.0 Photoshop CS Illustrator CS Image Ready CS InDesign CS
Macromedia	Dreamweaver MX 2004 Fireworks MX 2004 Flash MX 2004
Development Languages	Javascript, HTML, DHTML, XML
Video Editing Software	Pinacle Studio 9
Other	SwishMax

EDUCATION

University of Phoenix - working towards BS/BM degree

HONORS AND ACHIEVEMENTS

Awarded *Special Olympics Special Friend Award*
New Horizons - Internet Professional Certification Program
Employee Relations - Managing Employees (03/1996)
EDS Leader's Internship Program - (03/1996)

REFERENCES

Mary Beth Kosmicki, Marketing/Communications Manager
Electronic Data Systems – Supporting Xerox
(585) 231-0326

Bill McGuigan, Operations Manager
Electronic Data Systems – Supporting Xerox
(585) 265-7360

Marge Quataert, Web Development Manager
Electronic Data Systems – Supporting Xerox
(585) 422-0332

Sam Arena, Account Manager
CIBER
(585) 385-7710