

# Laura Benson

8214 Manning Ave. • Farmington Hills, MI 48331 • Phone: 248.555.8000 • Email: l\_benson@me.com

## Objective

Acquire a training management position utilizing my management, software, and training skills.

## Training and Development

- Coordinated all class scheduling, new course introductions, and trainer orientation.
- Evaluate instructors' techniques to ensure training is thorough and effective.
- Streamlined training process through development of customized training programs.
- Coordinated with network administrators and customer service to establish and develop on-site training programs.
- Produced training programs and seminars for management, team building, and employee orientation.
- Developed customized training for client-specific needs.
- Developed application software training for employees and management.
- Provided application software training to employees, management, and clients.
- Assigned instructors to conduct pertinent training.
- Provided on-site support for staff participants at training events.
- Evaluated training assessment reports and provided findings to Training Director.
- Researched industry trends and developed new program courses aimed to enrich careers.'
- Administered software tests for training evaluations.
- Kept Vice President of Training updated on status of projects.

## Management

- Supervised all marketing, network administration, and sales for technical training programs.
- Maintained all status reports and time sheets.
- Estimated costs of training procedures and managed them within company budget.
- Prepared proposals and bids for contracts up to \$2,000,000.
- Monitored new employee orientation and training.

## Marketing

- Designed all corporate marketing materials for web, newspaper, and magazine ads and promotions.
- Organized all trade show and job fair participation including coordination of on-screen presentations, promotional items, and marketing.
- Maintained all internet-based marketing materials.
- Managed all web, radio, TV, and print advertising.
- Operated as Editor-and-Chief of corporate newsletter.

## Computer and Internet

- Software specialist for Windows Vista–Windows 8, Intuit QuickBase, Microsoft Office Suite 2013, Lotus 123, Internet Explorer 8–10, and Mozilla Firefox 20.
- Performed Internet-based research for recruiting, advertising, and training purposes.
- Maintained company website as project manager.
- Supported customer service with all major software applications.

## **Employment History**

**Acme Training Co.**  
Farmington Hills, MI  
Technical Training Supervisor

November 2009–Present

**Weston Consulting**  
Southfield, MI  
Technical Training Coordinator

May 2005–November 2009

**Creggs Staffing Solutions**  
Royal Oak, MI  
PC Training Specialist

February 2001–May 2005

## **Education**

Wayne State University  
BA—Major: Marketing/Minor: Finance

## **Professional Associations**

Advisory Board Member of PC Professionals Michigan Chapter  
Society for Human Resource Management (SHRM)  
American Society for Training and Development