

# Todd Kelley

## Course Development & Content Creation

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I am a multi-discipline content creative with a versatile and focused skill-set. I have a balance of creative and technical skills, with a current emphasis on team management and e-learning content development. I'm passionate, resourceful and driven. I live and breathe the process of content and I never stop trying to learn new innovative ways to translate the client's vision to print, web, video and e-learning certification.

## Work experience

### **ServiceNow** | Santa Clara, CA.

Manager: Content Development Team | 2019– Present

Initially hired as a contractor as part of the internal Sales video production team.  
Later promoted to managing the team, and then transitioned to senior manager of the Sales Enablement e-learning development team.

- Shot, edited, distribute for internal sales distribution, and C-Level communications.
- Scheduled and managed domestic and international video shoots.
- Managed and developed e-learning curriculum for Sales Training and Certification.

### **ARC Document Solutions** | San Ramon, CA.

Video Marketing Specialist | 2009 – 2018

I was brought in to bolster the burgeoning Marketing team in the newly created position of Video Marketing Specialist to build a media library to showcase the company's new focus on cloud products and services.

- Scheduled nationwide video shoots with customers and internal departments for promos.
- Shot, edited, distribute customer testimonial, product and services videos.
- Developed motion graphics for presentations, product videos and email/web campaigns.

### **Flowink, LLC.** | St. Louis, CA.

Music Director & Brand Designer | 2006 – 2020

Brought onboard the event organization to manage the music streaming and distribution department, as well as modernize the company brand.

- Designed new company brand collateral, motion graphics and website
- Managed music library to showcase new musical artists for future event appearances
- Managed monthly online streaming mix show with internal and guest DJ's to promote brand.

## Weapons

Storyline / RISE  
After Effects / Premiere  
Photoshop / Illustrator  
Final Cut Pro / Motion  
Microsoft Office 365  
Wordpress  
HTML/JS/CSS

## Skills

eLearning Development  
Video recording / editing  
Motion Graphics  
Graphic Design  
Presentations  
Audio/Sound  
Writing

## Education

San Jose State  
Rado, Television and Film  
(1988 – 1994)

# Work experience (continued)

## **General Dynamics AIS** | Santa Clara, CA.

Design, Presentations & Proposals | 2006 – 2007

Initially brought in as the presentation specialist and to co-manage the onsite printing facility. We printed government proposals, collateral and Team Project apparel.

- Managed the internal design studio for photo and video shoots as well as live web streams.
- Created passport photo process as well as visually cataloging damaged hardware library.
- Crafted and formatted government proposals, ensuring all strict guidelines were met.

## **Marimba** | Mountain View, CA.

Web Design and Presentations | 2000 – 2001

Hand-picked by the VP of Corporate Marketing to create and manage corporate assets. I became influential in the rebranding of the company in preparation for IPO.

- Managed the internal design studio for photo and video shoots as well as live web streams.
- Created passport photo process as well as visually cataloging damaged hardware library.
- Crafted and formatted government proposals, ensuring all strict guidelines were met.

## **Cadence Design Systems** | San Jose CA.

Web Design and Presentations | 1996 – 2000

Hired by Cadence to help rebrand/update their suite of Presentations. I created the company Intranet for easy access to sales materials and presentations. Worked with the executives to build custom presentations for talks with international clients and strategic partners.

## Quick links

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References  
available  
upon request