

Peter Neely

www.peterneely.com

OBJECTIVE

I'm an experienced instructional designer, educational content writer, and content manager with a knack for knowledge management. I collaborate with product teams, content experts, and stakeholders to launch user-first edtech products. My objective is to scope, design, and build industry-leading learning experiences at scale.

SKILLS

- E-learning content design
- UX & content writing
- Curriculum development
- Project management
- Training & how-to guides
- Stakeholder engagement
- Cross-team collaboration
- Writing team oversight

SOFTWARE

- Jira & Monday
- Google Suite
- MS Office
- Directus CMS
- Moodle LMS
- Coursera LMS

PROFESSIONAL EXPERIENCE

04/2021 – INSTRUCTIONAL DESIGNER

present **Google (placement by Synergis)**

- Impacting 1+ million learners via Grow with Google's virtual adult learning certificate programs in high-growth fields: UX design, data analysis, project management, and IT
- Developing curricula for 1,250+ hours of learning content in collaboration with Google SMEs
- Standardizing and aligning learning objectives to assessments and end-of-course projects
- Participating in the design, development, delivery, and QA of self-guided e-learning courses
- Collaboratively creating assets including scripts, animations, quizzes, activities, and readings

10/2020 – EDUCATION CONTENT MANAGER

04/2021 **Google (placement by Synergis)**

- Leading internal knowledge management processes to retain and share product standards
- Authoring internal technical documentation including style guides, content templates, checklists, and reference guides; incorporating adult learning theory best practices
- Designing simple-to-follow trainings on standards and practices for writers and vendors
- Managing DEI and A11y reviews; updating content on Coursera learning management system

08/2013 – CONTENT WRITER / COPYWRITER

10/2020 **Virbius Digital (Sole Proprietor) | Past clients include:**

Curious.com

- Reviewing lessons, editing video, and providing constructive feedback for instructors
- Writing edtech product copy and quizzes; increasing conversions with optimized content
- Onboarding and coaching new writers; leading one-on-one best practices training sessions

Tripadvisor/Viator

- Writing landing page copy, recommendations, product descriptions, and titles
- Researching and writing bylined long-form articles for Viator's New York City microsite
- Supporting A/B testing; conducting QA on product names; loading content via CMS

Ross Institute

- Partnering with UX designers to develop online training courses and curriculum tools
- Working in an agile workflow; delivering UI copy; conducting UAT and reporting bugs
- Writing assessments, rubrics, and instructions; aligning content with learning objectives

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HigherEducation.com

- Writing web copy, including at-a-glance university program descriptions
- Providing research to support analysis and update of university program rankings

SPM Consulting

- Ghostwriting blog content for the CEO of a health and wellness startup
- Researching competitors; synthesizing findings on digital marketing and SEO best practices
- Leading content strategy and managing the editorial calendar

03/2012 – RESEARCH ASSOCIATE

08/2013 **Public Profit, Oakland, CA**

- Managing operational processes for evaluations of 100+ youth-serving organizations
- Providing live facilitation for in-person and online program evaluation trainings
- Creating quantitative and qualitative tools, including surveys and focus group protocols
- Authoring white papers, journal articles, program evaluation reports, and data profiles

08/2010 – RESEARCH ASSOCIATE

03/2012 **Resource Development Associates, Oakland, CA**

- Conducting key informant interviews; composing reports and presenting findings
- Co-authoring contract-winning grant proposals with senior management team
- Conducting community outreach, fielding surveys, and stewarding data collection
- Researching and presenting on best practices in social and human services

COMMUNITY

12/2007 – NEWS REPORTER

07/2008 **Hamptons.com, Southampton, NY**

- Covering municipal government, education, and environment for a regional news website
- Photographing, selecting, and captioning images to accompany news stories

01/2005 – WRITER

01/2007 **Bard Free Press, Annandale-on-Hudson, NY**

- Contributing and editing news copy; pitching stories and participating in editorial team meetings

12/2005 – INSTRUCTOR

12/2006 **Time and Space Limited Theater Co., Hudson, NY**

- Designing and implementing video production workshop for youths aged 14 to 18 years
- Teaching video editing in iMovie; stewarding each student from storyboarding to final cut

05/2006 – EDITORIAL INTERN

08/2006 **Sag Harbor Express, Sag Harbor, NY**

- Writing articles for regional weekly newspaper

EDUCATION

2020 Editing Brooklyn, New York, NY | AMA Manual of Style medical editing workshop

2010 Central European University, Budapest, Hungary | MA, Political Science

2007 Bard College, Annandale-on-Hudson, NY | BA, Environmental Science