

Gary Ploski

203.910.9099 | a@garyploski.com | [linkedin.com/in/garyploski](https://www.linkedin.com/in/garyploski) | garyploski.com/portfolio

CUSTOMER EXPERIENCE CONTENT MANAGER & PRODUCER

Human-centered communications and multimedia specialist with 20+ years of experience. I use empathy and simplicity to create strategies and deliver products that reduce time to sale, fast track onboarding, and create impactful engagement.

CAREER HIGHLIGHTS

- Reduced platform and new employee onboarding at Opal from 90 to 14 days by implementing and developing strategy and content for a Learning Management Center, Help Center, and in-app guides
- Increased user engagement and usage by 20% at Opal by conceiving, developing, and building an interactive hands-on Learning Management System
- Proposed and led the implementation of Google Workspace for Education at Sarah Lawrence College reducing overall cost by \$100,000 per year, ensuring reliable access to alumni, and increased access to new technologies for students
- Secured Amazon distribution for indie film Rising Star after raising \$50,000 via crowdfunding and selling out the premiere by developing marketing strategies, creating engaging content, and building a community

EXPERIENCE

Opal, Portland, OR - *Customer Experience Content Manager & Producer, Trainer*

MARCH 2015 - NOVEMBER 2022

Worked with Fortune 500 companies to develop strategies, content calendars, campaigns, and content.

- Managed staff to publish 50+ learning courses and [150+ help articles](#) increasing usage by 20%
- Managed billing, configuration, development, design, and use of the Help Center and Learning Center
- Produced and delivered multimedia products, including e-learning modules, in-app walkthroughs, video content, sales enablement, and interactive simulations to market, sell, onboard, upskill, and inform users

Sarah Lawrence College, Bronxville, NY - *Assistant Director of Research and Instructional Technologies*

AUGUST 2010 - FEBRUARY 2014

Collaborated with students, faculty, and staff to implement instructional technology solutions on and off campus.

- Managed five staff members and three student Project Managers
- Established communication and social brand standards for the SLC Library Facebook Page
- Shot and edited 60 Faculty Pre-Interview videos to improve the student interview experience by saving faculty members time, improve discussions, and create a historical record of the course and professor

Peas of View, Portland, OR - *Founder, Producer, Director, Editor*

APRIL 2012 - PRESENT

Use digital media storytelling to raise awareness of social issues.

- Develop and implement marketing strategies to reach project goals and engage with the community
- Monitor project progress and made changes as needed to ensure all products are delivered on time and within budget to address current and future P&L
- Collaborate with the production team, crew, and talent to evoke inspiring results

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EDUCATION

Sarah Lawrence College, Bronxville, NY - *MFA in Theatre (Acting)*

Teikyo Post University, Waterbury, CT - *BS in Management Information Systems*

TECHNICAL SKILLS & CERTIFICATIONS

- **Collaboration & Project Management:** Asana, Confluence, Discord, JIRA, Monday, Slack, Trello
- **Creation & Editing:** Audacity, Final Cut Pro X, InDesign, InVision, ScreenFlow, Sketch
- **Services:** Google Analytics, HelpDocs, Intercom, Pendo, Skilljar, Wistia, Zendesk, WordPress
- **Social Tools:** Hootsuite, Facebook, Instagram, Khoros, LinkedIn, Sprinklr, TikTok, Twitter, YouTube
- **Suites:** Google Workspace, Microsoft Office Suite, Canva
- Confluence Fundamentals Badge
- Google Analytics for Beginners
- Jira Fundamentals Badge
- Pendo Product Analytics Certification
- Skilljar Foundations in Customer Education
- Wistia Brand Show Creation

SKILLS

B2B, B2C, Branding, CMS (Content Management System), Communications, Content creation & marketing, Creative problem-solving, Digital marketing, Interactive simulations, Media planning, Project management, Product marketing, Relationship building, SaaS (Software as a Service), SEO (Search Engine Optimization), Social content, Solutions, Strategic planning, Surveys, Team management, Training and education, User engagement & testing, Video production, WordPress

EXTRACURRICULAR AND VOLUNTEER EXPERIENCE

- Soccer, rock climbing, hiking, bicycling, yoga, filmmaking, acting, theatre, Secret art of Dr. Seuss
- HOA president 2021-present
- Photographer and Audio Editor - Audubon Society of Portland 2015-2016
- Production & Planning - Oregon Media Production Association 2014-2015
- Technical Instruction and Support - Humane Education Advocates Reaching Teachers 2009-2014

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INTRODUCTION & SUPPLEMENTAL MATERIALS

Hi team,

Per my former colleagues, teammates, and friends, **empathy, authenticity, and positivity are my defaults**. If you're looking for someone to bring an inquisitive take on storytelling, user engagement, and content development based on experiences across a range of industries, including SaaS, start-ups, academia, nonprofits, and more, we should talk.

Thanks to my broad range of skills in tech, art, and education, **I distill the complex into relatable and inspiring opportunities**. I care about people succeeding and have used my drive to make sales enablement, user onboarding, marketing, training, and other engagement experiences feel welcoming, fun, and informative.

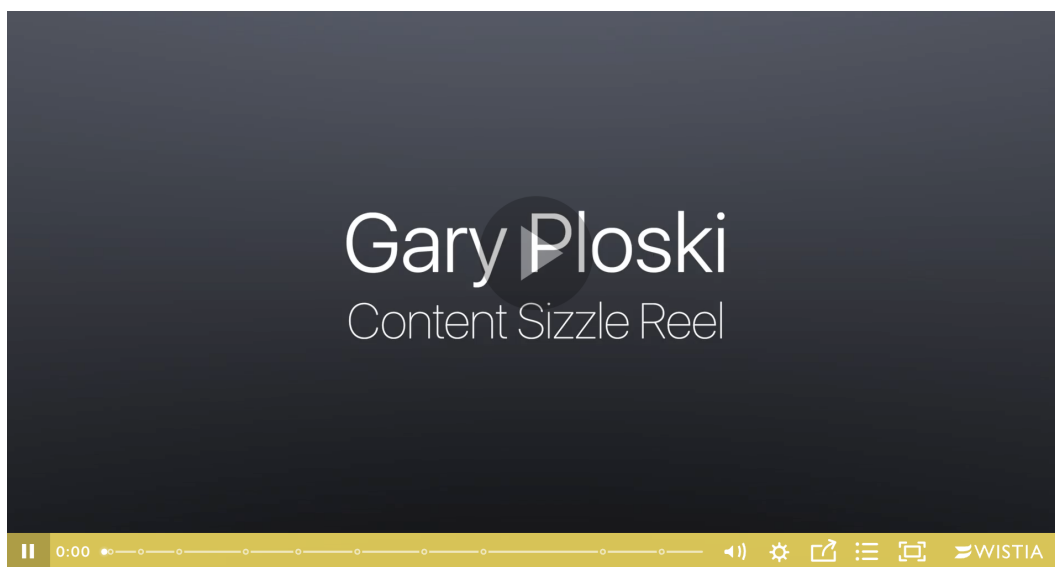
Because of the size of the organizations I've worked for, I have performed jobs in a number of roles not included on my resume. Some examples include: Content Marketing, Product Marketing, Branding, SEO Optimization, and Culture Officer.

Supporting and empowering people to be their authentic selves so that we can influence the world in positive ways inspires me to wake up every day.

I would be thrilled to help you and your team excel! When your schedule permits, let's chat.

Sincerely,

Gary Ploski



Click the thumbnail to access my Content Sizzle Reel and Portfolio

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A FEW SUCCESS STORIES

I consider myself lucky to have found success in multiple industries. Below are a few successes that stand on their own as topics of discussion that I'd be thrilled to speak with you about.



Opal users were struggling to learn how to get started with basic functionality, so we needed a solution that would empower each user to define their own learning experience.

To help increase user confidence, I conceived of and deployed a simple and effective in-app like experience within the Learning Center where users could learn by doing. This solution removed concern about impacting a live workspace, set users up for success by learning what a capability was and how they could use it.

Because of the low barrier to entry, anyone on the team could build or update and publish new hands-on walkthroughs using tools already available within Opal's software library - InVision and Sketch. User feedback was fantastic, telling us that it made using Opal easy because they felt like they had already used it before contributing to the team's marketing calendar.



As an independent creator, telling the stories about those who have little or no representation is important to me because I believe everyone should be felt seen and heard.

The short film "[quiet de luxe](#)" was created to reach across the aisle to support others who may be different from you. At festivals, viewers spoke with me about how the piece resonated with them and how much they saw themselves in the lead character and wanted to share it with their friends and family. Not only did the film play in thirteen festivals across the world, it also was used as an educational piece in classrooms in Mumbai, India.



Students and faculty benefit from increased access to tools that will help their daily activities, e.g. easy access, new features, and a consistent experience.

In the early days of Google Edu, I saw an opportunity to reduce infrastructure and staff costs by switching from an in-house server to a cloud based option. I worked with the teams responsible for on-campus hardware, support, and alumni relations to develop a plan to rollout the new service - [Gryphon Mail](#). The switchover to Google Edu saved the school ~\$100k in the first year and has been in use since early 2007.

Bonus: I worked with faculty to create a video catalog for 1:1 interviews with students, saving them and students precious time and improving the fall and spring registration interview sessions.

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CONTENT SAMPLES

I collected samples of my writing, video, and voice-over work at <http://garyploski.com/portfolio/>.

Additionally, socially focused films I produced and directed can be viewed at <http://peasofview.com/projects/>.

Portfolio

Access each section of my portfolio via the following links:

Branding & Content Marketing

- [Branding, Social Campaigns & Fundraising](#)
 - Rising Star the Movie
 - Sarah Lawrence College Help Desk Website and Logo
 - Sarah Lawrence College Email
 - Sarah Lawrence Library
- [Opal + Skilljar Case Study](#)
- [“Choosing a Good Life” Promotional Videos](#)
- [Independent Films](#)
- [Yonkers International Baccalaureate Program Video](#)
- [Political Ad](#)
- [YouTube Web Series](#)

Product Marketing

- [Training and Product Marketing Videos](#)
 - Opal + Khoros
 - Do More with Assets
 - Enhancing Collaboration with Access

User Engagement

- [Help Center Writing Samples](#)
- [Customer Success Manager Videos](#)
- [Opal GIFs](#)
- [In-App Anniversary GIFs](#)

Peas of View

Access films via the Peas of View [projects page](#).

2014

Alt+Her

Maggie tells a vivid account of the brutal assault of a star runner in her neighborhood, but her counselor requests one more thing: the whole truth.

2013

Power Up, Power Out

Candi's Small Power is her siblings technology savior. All she wants is for her BIG Power to reveal itself. Is the world ready?

2012

quiet de luxe

Two girls communicate across time through an antique typewriter and learn they may share the same secret.