

## STORYTELLER - CONTENT PRODUCER - CULTURE DIPLOMAT

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

## CAREER HIGHLIGHTS

- Spearheaded the implementation of Google Workspace for Education at Sarah Lawrence College, **reducing IT costs by ~\$100,000/year and empowering students** with secure, reliable access to cutting-edge tools
- **Increased usage by 20%** at Opal by conceiving, developing, and building interactive hands-on exercises
- **Reduced platform and new employee onboarding** at Opal **by 85%** (from 90 to 14 days) by implementing and developing strategy and content for in-app guides, a Learning Management Center, and Help Center

## EXPERIENCE

### Adobe, Portland, OR - *Content Specialist*

AUGUST 2023 - PRESENT (CONTRACT)

- Research and write scripts and courses to increase MAU of Adobe Elements
- Developed internal documentation to reduce onboard and content production timelines

### Opal, Portland, OR - *Customer Experience Content Director & Content Producer*

MARCH 2019 - NOVEMBER 2022

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

- Led the development and implementation of content strategy for Opal's learning platform, resulting in a 20% increase in user engagement
- Crafted user-centric go-to-market strategy for new services resulting in a >\$200k in revenue
- 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

Content Producer	2018 - 2019
Education Specialist	2015 - 2018

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

AUGUST 2010 - FEBRUARY 2014

Collaborated with students, faculty, and staff to implement a myriad of technology solutions.

- Improved student/faculty dialogue time during 1:1 registration interviews from 40% to 90%
- Initiated and marketed the switch of student email to Google Apps saving ~100k/year

Assistant Director of Academic Computing	2007 - 2010
Support Coordinator	2003 - 2007
Computer Support Specialist	2002 - 2003

### 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 achieve project goals and engage with the community
- Manage production and annual budgets
- Led the strategic launch of a feature film, exceeding crowdfunding goals by 233% and secured distribution

## ADDITIONAL EXPERIENCE

**Blaze, Portland, OR** - *Content Creator*

FEBRUARY 2024 - APRIL 2024 (CONTRACT)

**We Are Soccer City, Portland, OR** - *Community Manager & Founder*

JUNE 2023 - PRESENT

**Blacktop Films, Portland, OR** - *Social Media Marketing Manager*

SEPTEMBER 2014 - MARCH 2015

**Portland Film Festival, Portland, OR** - *Director of Social Media*

JUNE 2014 - SEPTEMBER 2014

**Rising Star the Movie, Hartford, CT** - *Co-Producer, Director of Marketing*

APRIL 2010 - AUGUST 2014

## 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, Express, Apple Certified Associate in Final Cut Pro X, InDesign, InVision, Premiere Pro, ScreenFlow, Sketch
- **Services:** Google Analytics, HelpDocs, Intercom, Pendo, Skilljar, Tovuti, 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

## 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

# Gary Ploski

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## INTRODUCTION & SUPPLEMENTAL MATERIALS

Hiya!!

My former colleagues, teammates, and friends tell me that I lead with **empathy, authenticity, and positivity**.

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

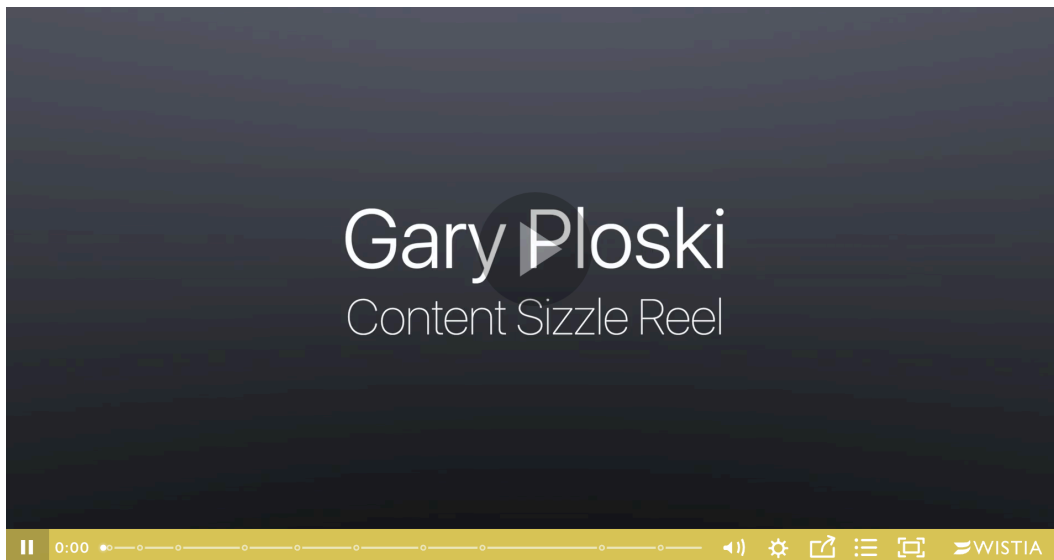
I have performed jobs in a number of roles not included on my resume because of my interests and organization sizes. Some examples include: Content and Product Marketing, Platform Management, Branding, SEO, Training, and Culture Officer.

**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.

With gratitude,

Gary Ploski



Click the thumbnail to access my Content Sizzle Reel and Portfolio

## A FEW SUCCESS STORIES

Below are a few successes 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 increase user confidence, I conceived of and deployed a simple and effective in-app like experience within the Learning Center allowing users to learn by doing. The solution removed concerns about impacting a live workspace, set users up for success by learning about capabilities and how they could be used.

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, **increasing usage by 20%..**



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 raise awareness of those 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.**



**Support costs for an open source email and user frustrations were ballooning for years.** Students and faculty began using free providers, e.g. Google, impacting the ability to communicate with the community.

I saw an opportunity to reduce infrastructure and staff costs by switching from an in-house server to a cloud based option, Google Workspace for Education. 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](#).

Since early 2007, the switchover to Google Edu has **reduced IT costs by ~\$100,000/year and empowered students** with secure, reliable access to cutting-edge tools.

**Bonus:** I collaborated with faculty to create a video catalog of 1:1 interviews available via the on-camp LMS, saving them and students precious time and improving the fall and spring registration interview sessions.

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## CONTENT SAMPLES

Writing, video, and voice-over samples are available via [garyploski.com/portfolio](https://www.garyploski.com/portfolio).

Additionally, some films I produced and directed can be viewed via [peasofview.com/projects](https://www.peasofview.com/projects).

## Portfolio

Access sections of my portfolio via the following:

### User Engagement

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

### 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” – Book Promotional Videos](#)
- [Independent Films](#)
- [Yonkers International Baccalaureate Program Video](#)
- [Political Ad](#)
- [“Cast to Curtain” – Web Series](#)
- [“Off the Cuff” – 2023 World Cup Mini-Series](#)

### Product Marketing

- [Training and Product Marketing Videos](#)
  - Opal + Khoros
  - Do More with Assets
  - Enhancing Collaboration with Access
- [Sarah Lawrence College Library QR Code Bookmarks](#)

### Short Films

Access films via the Peas of View [projects page](https://www.peasofview.com/projects).