

Dave McCubbin

Corporate Trainer | Content Creator | Designer

D_McCubbin@outlook.com | www.linkedin.com/in/davemccubbin | West Chester, PA 19380

PROFESSIONAL SUMMARY

Highly adept and dedicated corporate trainer with 15+ years of experience conducting, implementing, and developing innovative training curriculums for 10 plus clients.

- Excellent corporate training skills average 4.8+ out of 5 instructor evaluations
- Strong knowledge of MS Office, Tableau, WordPress, SharePoint, Camtasia, various proprietary and other software applications
- Developed custom courses for clients, built ecommerce websites, and wrote custom training manuals
- Subsequent background in digital marketing including traffic generation, web advertising, landing page creation and email marketing campaigns

My work as a Corporate Trainer has given me exposure to many different business sectors including Workforce Development, Online Marketing, Information Technology, Pharmaceutical, Health Care and Legal, along with allowing for the development of a deep skill set. As a consummate professional I believe in, as well as exhibit a high-level of ethics, moral character, accountability, and leadership, along with continually refining myself to be the most skilled in this line of work.

SKILLS

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|---------------------------------|---------------------------------|---------------|
| • Corporate Training | • Brand Building and Management | • Negotiation |
| • Course Creation and Authoring | • Digital Marketing | • eLearning |
| • Curriculum Design | • Email Marketing | • Voice Overs |
| • Instructional Design | • Project Management | • PPC CPM |
| • Social Media Marketing | • Business Development | • SEO SEM |

PROFESSIONAL EXPERIENCE

D37 LLC

Jan 1999- Present

President & Director

D37 is a privately held, debt-free, software education training and digital marketing company. Serviced client base by offering solutions in training, instructional design, website development & design, video based tutorial, instructional design, search engine optimization, internet marketing, PPC/ SEM and social media management, social media, email marketing campaigns, voiceover and consulting services.

- Continually training individuals nationwide for 15+ years using various delivery tools and methodologies consistently averaging 4.8+ out of 5 instructor evaluations.
- Created 125 custom training video modules for C-Sharp corner as part of a training initiative, marketing program to a community of 2MM users.
- Led the Philadelphia School District MOS certification program resulting in an 87% passing rate for program participants.
- Primary author in developing Excel Functions employers value, a popular training course at CareerLink.
- Created, developed, storyboarded, recorded, audio, video, SFX, edited, produced 4 courses on Udemy, currently have over 15,000 students with an average evaluation score of 4.7, enrollment numbers reached with zero promotion, or advertising, rather pure organic growth.

- Created, developed, and built all content for Skootzi.com an online learning platform (site shut down 2019).
- Developed and created TikTok account for MS microlearning, launched August 2022, currently has 94K followers, approximately 100 posted vertical shorts, several have achieved of 800K views.
- Startup Consultant for SOLVENVE (a payroll shopping company), set up eCommerce site, designed email marketing campaigns, which resulted in first day sales \$27K/ and first year revenue of \$300K.
- Wrote employee screening tests for KENEXA that evaluated applicant knowledge of MS Office, Lotus Notes and MS Project intended to increase the quality of candidates being hired.
- Collaborated with training providers CEO and National Sales Manager to spearhead development and rollout of a nationwide MOS certification preparatory class.
- SFA/ CRM trainer in the pharmaceutical industry for over a dozen pharmaceutical companies conducting classes in the US and Mexico using several automation platforms
- Collaborated with other trainers to create “day in the life” Salesforce Automation Training curriculum for pharmaceutical representatives for nationwide software implementation.
- Designed and managed all aspects of training program development including: needs analysis, requirements documentation, business case development, cost benefits analysis, storyboarding, prototype approval, writing of RFP’s, vendor selection and project management (various client projects)
- Scripted, recorded and produced training videos for Montgomery County Prison release program

Maxwell Training Centers

Jan 1996- Dec 1999

Lead Applications Instructor

Maxwell Training Centers provided industry leading software/ technical training. Provided high quality classroom instruction, mentoring, support, and custom educational solutions for students along with striving to optimize the greatest ROI for students as possible.

- Provided classroom, individual and software training to students and corporate clients.
- Developed, maintained, customized and deliver product live training courses, webinars and online training
- Outlined and wrote software manuals and quick reference guides
- Lead trainer (T3) for nationwide Lotus Notes rollout for Verizon. Responsible for T3, consultant support, documentation and client reporting Managed contractors while working on projects, either offsite or onsite, to ensure clients objective met.
- Left Maxwell in Dec 1999 to start D37 LLC

SOFTWARE SKILLS

MS Office 20XX, Tableau, Camtasia, WordPress, PowerBI, Qlik, SharePoint 20XX, Salesforce, Reaper, Audacity, ACT!, Crystal Reports, VISIO, Articulate, Captivate, Davinci Resolve, LearnDash LMS, and Aweber

EDUCATION | PROFESSIONAL CERTIFICATIONS

LaSalle University Philadelphia, PA Bachelor of Science, Business Administration

MOS Master Level Instructor

Google AdWords

BING Ads Accredited Professional

Hubspot Inbound Certification

Myers-Briggs Type Indicator (MBTI)