

Arturo Pelayo

global media alchemist

T +1 (847) 890-9180

S arturopelayo

arturo.pelayo@gmail.com

The following is a *qualitative skill chart* that encompasses a current self-assessment of “soft skills”. Some highlights that should be considered include living and working in Mexico, Germany and the USA for a combined eight years of life abroad. Finally, exploring the world through The Scholar Ship, an intercultural experience that encompassed living in a cruise ship for 16 weeks with over 250 international students, faculty and staff from 56 nations and over 60 languages.

EXPERIENCE	INTERCULTURAL/ COMMUNICATION SKILLS	NETWORKING / WORLD VIEW	SENSE OF SELF / ANALYTICS	PERSONAL CAPABILITIES / STRATEGIC THINKING	ACTIVISM & ENTREPRENEURSHIP
living with people	I can leverage their diversity and ideas as a foundation to an increased capability to get past the perceived differences and rapidly spearhead with multicultural leadership & innovation.	I can quickly adapt, reinvent myself, cope in vastly different settings and establishing profound relationships.	I can quickly immerse myself in foreign cultures and lifestyles while rapidly translating this capacity in strong & respectful collaboration.	I have a greater ability to empathize, observe and discern strengths and weaknesses of people and the work we do.	I embrace with respect, creative latitude and growing curiosity new ideas and perspectives.
working with people	I have developed and expanded culturally appropriate language and measures in working relationships.	I am strong at building alignment and consensus.	I can suspend my own previous mental models of people. I embrace them, get to know them and form judgement until after.	I have improved my ability to communicate with people in a third and fourth language. I have a better understanding of the variety and peculiarities of a version of "World English".	I am ready to take on roles and tasks to which I am unaccustomed. I am more confident and assertive when facing new situations.
maturing with people	I have the ability to see situations and issues from more than one perspective.	I have increased my perseverance and self-discipline.	I am more balanced in my judgments (i.e., less likely to judge things as “good” or “bad,” “right” or “wrong”).	I think more critically: I am more discriminating of processes and less worried of cultural challenges.	I can lead more projects with grace under pressure through multicultural diversity, responsibility and independent thought.
communicating with people	I have learned to improve interpersonal communication through increased abilities in listening well, speaking clearly, and paying attention to nonverbal cues.	I am more determined to develop fully my skills and talents, especially those recently gained through overseas living.	I have a deeper understanding of the common problems and issues that confront all human beings on this planet.	I value human diversity and respect others from a variety of backgrounds different from my own.	I am more deeply committed to an idea, cause, or goal.

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The following is a *quantitative skill chart* that encompasses a current self-assessment of “soft skills” & proven outcomes. Some highlights that should be considered include living, traveling and working in the European, Asia-Pacific and America regions for a combined eight years of life abroad establishing working relationships with people from over 80 nations and over 73 languages.

PLACE	GLOBAL IMPACT	ACTIVISM	PROVEN OUTCOMES	STRATEGY	ENTREPRENEURSHIP
 <p>www.thescholarship.com</p> <p><i>facts:</i></p> <p>650 online active members.</p> <p>September 2007: Inaugural Voyage</p> <p>200 program participants</p> <p>55 countries.</p> <p>60 languages.</p>	<ul style="list-style-type: none"> - Social Networking Community Manager, facebook group of TSS - > Led the networking effort of over 500 participants from the inaugural voyages of TSS. - > Over 12 student organizations and programming activities where created in over 6 months in advance of the voyage - > Students bought books together, made travel arrangements together, got to know their roommates early. - Tips and best practices where shared. 	<ul style="list-style-type: none"> - Onboard programming organizer on inaugural voyage. - > Lead provider on Oxfam Hunger Banquet simulation. - > Lead conduit of support for podcasting through “Visionary Productions”, a student assembled conglomerate of bloggers, podcasters, photojournalists, photographers, videographers. - > Founding member of Social Justice Group - > Founding member of “The Bridge”, The Scholar Ship Alumni Organization. - > Active member of The Scholar Ship Alumni Council. 	<ul style="list-style-type: none"> - Expanded Instructional Design studies to encompass a global perspective through true experiential learning. - Developed a report on “The Challenges for Instructional Design of Shipboard Instruction”, to be published in August 2008 as a full chapter on the upcoming Handbook of Research on Human Performance and Instructional Technology. - Developed a global network of colleagues and close friends 	<ul style="list-style-type: none"> - Led the creation of an onboard knowledge base for student organizations through a wiki and a discussion board which were sourced through the voyage participants using open source tools such as Moodle (LMS) and Zimbra. - Have continued being key conduit of support for facebook and NING communities. Have expanded the role of such for - > Alumni Outreach, - > Career Opportunities, - > Activism 	<ul style="list-style-type: none"> - Developed NautiCast, a Higher Education podcast series recorded on the ship and syndicated through iTunes U for the Office for Partnerships, Professional Development and Technology at the College of Education and Human Services (COEHS) of Western Illinois University. - Delivered academic and social outreach projects with the United Nations in Ecuador and several projects in Portugal, Panama, New Zealand, Australia and the People's Republic of China. - Secured \$12,000 in scholarships through the Institute for International Education.



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 <p>facebook Community Manager for TED</p>	<p>12,500+ members strong. 100+ new members a week.</p>	<ul style="list-style-type: none"> - Have worked primarily as conduit of support and to spread awareness of the organization. 	<ul style="list-style-type: none"> - Have worked primarily as conduit of support and to spread awareness of the organization. 	<ul style="list-style-type: none"> - Have invested time streamlining the discussion board postings. Very challenging with the staggering amount of active members. 	<ul style="list-style-type: none"> - Contacted Chris Anderson, official TED Curator and have been in contact with the organization since 2006. - Participated in Pangea Day 2008.
 <p>Co-administrator of Allan Cox's "Your Inner CEO" facebook group.</p>	<ul style="list-style-type: none"> - Became co-administrator in April of 2008. - Group is +350 members strong. (Created in January 2008). 	<ul style="list-style-type: none"> - Delivered insight to co-admins on prior experience as community manager. 	<ul style="list-style-type: none"> - Unprecedented network to establish relationships with new colleagues and industry leaders. 	<ul style="list-style-type: none"> - Lead through gaining knowledge of participants and steering conversations into productive discussions with clear outcomes for participants. 	<ul style="list-style-type: none"> - Developed relationships with leading participants amongst: Jay Deragon ("The Relationship Economy").




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 <p>Instructional Designer for iTunes U initiative of Western Illinois University</p>	<p>12,000+ students</p>  <p>global reach through syndicated service on iTunesU.</p>	<ul style="list-style-type: none"> - Member of lead instructional design team. - Developed training materials for faculty, staff. - Delivered training sessions. - Advocate for “best-in-class” Universal Access (ADA compliance) approach to practices, design, development and implementation. 	<ul style="list-style-type: none"> - Developed background research in the content management system. - Established focus groups. - Outlined strategy for Deans that included imperative stake holder & learner interaction through face to face meetings as well as leveraging social networking venues. 	<ul style="list-style-type: none"> - Initiate phased deployment through the College of Education and Human Services through key Departments that offered a microcosmos of the full deployment - Initiated turn-key operations for intrinsic “best practice” approach to documentation, feature requests and phased implementation and low overhead. 	<ul style="list-style-type: none"> - Became a platform “evangelist” by providing unprecedented support to faculty, staff and early adopters. - Official Apple Student Developer on the team. Submitted bugs as well as system improvement queries.
 <p>WESTERN ILLINOIS UNIVERSITY</p> <p>Guest Lecturer</p>	<p>13 presentations to classrooms with over 600 students to date.</p>	<ul style="list-style-type: none"> - Activist for multicultural awareness on campus. - Presented race relations slideshow to Law Enforcement students, future Teachers in Education and Interdisciplinary Studies. 	<ul style="list-style-type: none"> - Overwhelming support and encouragement that has led me to continue providing this service on and beyond my Alma Matter. 	<ul style="list-style-type: none"> - Develop a unique slideshow that integrates a variety of media that supports and enhances learning through discovery, educated discussion as well as activism beyond the classroom. 	<ul style="list-style-type: none"> - Have been featured in local media agencies as well as modeled for educational slideshows on WIU. - Awarded President’s Annual Excellence in Multicultural Leadership Student of the year award.




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 Systems Engineer at Siemens Healthcare - Molecular Imaging Group (September 2005 - May 2006)	<ul style="list-style-type: none"> - Developed and delivered IEC testing and standard clinical validation for the release and commercialization of the Multi-modality imaging system, Symbia, in the People's Republic of China. 	<ul style="list-style-type: none"> - Worked primarily in Image Quality in the R&D Systems Engineering Group for the Symbia product line as well as c.Cam and e.Cam. - Maintained organization of the Symbia Engineering test bay (\$7M). 	<ul style="list-style-type: none"> - Work in a Multi-functional "matrix" organization in a large R&D environment. - Ability to gain quick expertise in new areas of knowledge and provide support to clients. 	<ul style="list-style-type: none"> - Led and sustained relationships with clients, outsourcing partners, suppliers and medical test sites. 	<ul style="list-style-type: none"> - Provided hands-on training for nuclear safety certification and radioactive material handling for the Engineering Department.
 Materials Engineering Analyst at Siemens Energy (June -August 2005)	<ul style="list-style-type: none"> - Managed Manufacturing supplier decisions as well as weekly purchases in excess on \$150,000USD. 	<ul style="list-style-type: none"> - Developed & delivered training guidelines for future Material Analysts. 	<ul style="list-style-type: none"> - Initiated and maintained external contacts for material sourcing, testing, manufacturing and quality assurance. 	<ul style="list-style-type: none"> - Worked closely with manufacturing team to enhance safety and quality practices as well as internal documentation. 	<ul style="list-style-type: none"> - Expedited the sourcing of materials and provided tangible lead times to prevent manufacturing lags caused by material delay.
 Materials Engineer at Siemens Healthcare - Computed Tomography Group - Erlangen, Germany (June -August 2003)	<ul style="list-style-type: none"> - Worked in lead project that became Symbia in 2005. 	<ul style="list-style-type: none"> - Executed countless durability, strain and long term testing for multi-modality medical imaging equipment. 	<ul style="list-style-type: none"> - Acted as a conduit of support for the Materials, Chemistry and Physics group as lead Materials Engineer, 	<ul style="list-style-type: none"> - Delivered reports in forming proficiency in German. 	<ul style="list-style-type: none"> - Established key relationships that became vital at the work developed in the Molecular Imaging Group two years later.



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 <p>TECHNISCHE UNIVERSITÄT MÜNCHEN</p> <p>(June -August 2001)</p>	<ul style="list-style-type: none"> - Inaugural class of 35 students, from the newly formed relationship between Germany & USA by which exchange of students would be fostered and paired with culture & technology exposure. 	<ul style="list-style-type: none"> - German Language, Science, Technology and Culture Course. Sponsored by the Deutscher Akademischer Austauschdienst (DAAD) 	<ul style="list-style-type: none"> - Proved ability to quickly immerse in a new culture and quickly learn a new language. 	<ul style="list-style-type: none"> - Initiated fundamental changes in long term goals for life and areas of study within Engineering Sciences. 	<ul style="list-style-type: none"> - Established long term friendships and relationships with industry leaders. Primarily, in Siemens CT, where 2 years later I had a Practicum.
 <p>eLearning Solutions Assistant, CAIT.org</p> <p>(2000 - 2005)</p>	<ul style="list-style-type: none"> - Worked and developed close relationships with all teams from support, to graphics, to web development, to content developers as well as management and executive management. 	<ul style="list-style-type: none"> - Cross organizational support to database, graphics, content and other groups. - As Production Assistant, I was a conduit of Support for media collection of distance learning Master's Degree in Instructional Design Covering US territories and Samoa. 	<ul style="list-style-type: none"> - As a Distance Learning Assistant, I was involved as a Spanish Teaching Assistant for 460+ High School students across the continental United States through Satellite uplink provided through DirecTV and StarNET. 	<ul style="list-style-type: none"> - I acquired greater organizational skills and an ability to link and streamline content by working as a Database Developer in August 2000. 	<ul style="list-style-type: none"> - Worked with Security Clearance from the Secretary of the State of Illinois.



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 Trainer (2005)	- delivered training to over 100 students, faculty and staff of WIU.	- Immediate availability as trainer with minimal time investments to fully deploy, deliver knowledge and enhance such through participant feedback.	- Ability to quickly grasp and transfer knowledge to a variety of learners in non-homogeneous audiences.	- Gained practical expertise in providing leadership, awareness and remediation strategies for Safe Space creation and endurance.	- Revamped slideshow, media handbook as well as imagery to streamline the printed materials for both trainers and trainees.
 Computer Science Department Laboratory Assistant (2000 - 2005)	- Delivered assistance to over 500 students per academic year concentrated in groups of 50 users at a time for 5 years.	- Provided substitute teaching assistance when needed and proctored examinations.	- Established key relationships with faculty and staff and assisted them in the classroom with direct learner intervention.	- Delivered training and immediate remediation to learners in classroom setting. - Designed guidelines for peer Laboratory Assistants as well as regulations in Spyware and Malware.	- Assisted in the development of new laboratories by providing feedback on areas of interaction design, space design, layout as well as platforms and maintenance tools.

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 <p>Western Illinois University 600 members, 45 nationalities (President, 2003-2004)</p>	<ul style="list-style-type: none"> - Secured over \$35,000 in new funding through the creation of three new Graduate Assistantships, - Lobbied & Secured the purchase of a \$500,000USD 16-bedroom International House to the Board of Trustees. 	<ul style="list-style-type: none"> - Went from a “silo” organization to a horizontal organization. - Approved a new Constitution and bylaws. - Developed activities that emphasized on cultural awareness, student engagement and civic responsibility. 	<ul style="list-style-type: none"> - Represented all international students, faculty and staff in the Quality of Life Committee of the top leadership of WIU. - Secured institutional commitment by appointing an permanent administrative advisor to the organization. 	<ul style="list-style-type: none"> - Founding member of the Student Life Implementation Team of the new WIU Strategic Plan. - Incorporated largest student organization into the Student Services Division (transitioned from Academic Services) 	<ul style="list-style-type: none"> - Lead planner for International Bazaar, the largest annual multicultural event in West Central Illinois with over 5,000 attendees in a span of 2 days. - Consolidated Image Strategy both in print and electronic forms. Developed Image Handbook.
<p>(Vice President 2002-2003)</p>	<ul style="list-style-type: none"> - Developed the largest media showcase and marketing effort with a budget of just \$200USD 	<ul style="list-style-type: none"> - Secured participation in key conferences and venues for the executive team. 	<ul style="list-style-type: none"> - Consolidated Media Group and created the official webmaster/ community manager position. 	<ul style="list-style-type: none"> - In charge of Media & Publicity group. - Created a Portfolio of assets 	<ul style="list-style-type: none"> - Initiated Creative Commons group.
<p>(Public Relations, 2002)</p>	<ul style="list-style-type: none"> - Began the consolidation of the electronic and printed assets of the Public Relations office. 	<ul style="list-style-type: none"> - Acted as Webmaster, implemented usability guidelines. 	<ul style="list-style-type: none"> - Streamlined and organized first digital archive of organization’s assets, history, guidelines and practices. 	<ul style="list-style-type: none"> - Initiated the creation of an archive of the organization knowledge base. 	<ul style="list-style-type: none"> - Developed and delivered media banners sourced from the members and placed across campus to gain awareness of the organization. Guerrilla style.

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Reference links:

TED facebook group: <http://www.facebook.com/group.php?gid=2217013232&ref=ts>

Your Inner CEO facebook group: <http://www.facebook.com/group.php?gid=8786006092&ref=ts>

Your Inner CEO NING community: <http://yourinnerceo.ning.com/>

NautiCast Podcasting Series (iTunes 7): <http://deimos.apple.com/WebObjects/Core.woa/Browse/wiu.edu.1445063868.01445063871>

Center for the Application of Information Technologies (CAIT): <http://www.cait.org>