

Cover Letter for Sandra J. Burns

"In times of adversity and change, we really discover who we are and what we're made of." by Howard Schultz, CEO of Starbucks, in his book Onward.

I've always had an insatiable thirst for learning, staying current on new technologies and educational trends, then to transfer my knowledge to others.

From my trials of reinventing a manufacturer of hard drives, when very few knew what a hard drive even was in 1982. To self-teaching "desktop publishing in 1987, as it wasn't offered in my Graphic Design AAS. Then, proving myself as a Marketing Director, aiding in the growth, of a single computer dealer, to 200 networking dealers in as little as 20 months.

While finishing my bachelor degree, I entered the highly recognized Xerox sales training at 7 months pregnant, completing it 3 days prior to delivery. I quickly and successfully managed a territory of 2500 businesses. I then moved to Arizona in 1995 with my then 18-month old daughter to escape a tumultuous marriage. While building my new Xerox territory, I discovered and joined an early-stage internet company as a Sales Director which led to the launch of my own internet design firm featured in a full page article in the Arizona Republic's AZ. Inc. section.

In 1997, I joined Adobe as an Applications Engineer which provided much-needed stability for a single mom with a now 3-year old daughter. There I organized or trained at lunch and learns, demonstrations, seminars, trade shows and events within a 5 state territory.

I entered Adobe's certified Training Program in January of 2000, independently as GlobalOrg. Shortly after, Gateway Community College approached me to teach an Adobe class and qualified me as an adjunct teacher, which allowed me to offer College Credit for my Adobe classes. In 2001, I then was selected to be a Technical Editor on a PhotoShop book by Macmillan Publishing. How elated was I to see the book on the shelf at Barnes and Noble!

In 2004, I expanded my training into the Chicago area where much of my business was coming from. University of San Diego also approved my courses for their students to receive college credit in summer of 2006. In the spring of 2009, Learnkey produced my Adobe PhotoShop CS4 DVD. which won the 2010 ComputED Gazette EDDIE Awards.

Since 2010, I started bringing more of my training materials online to develop affordable, convenient, quality courses. The most endearing moments in 14 years of training over 250 clients was watching a student's face light up whenever they



learned something new, experiencing an aha moment. That is why I strongly believe my Masters in Education Technology, with an Instructional Design concentration was in alignment with my life journey and personal goals.

As an Instructional Designer, I wish to be an integral part of an emerging trend that focuses on education, human performance technology, multimedia training and interactive learning environments.

Where I may:

- Educate and promote new low cost alternatives
- Alleviate expensive corporate training
- Take training to anywhere in the globe
- Pave the way for innovative enhancements in education or communication
- Break-down barriers to all, especially those with disabilities
- Finally, to inspire new generations to learn and reach their full potential.

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Thank you,

Sandra J. Burns

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