



*www.queenellen.com / ellen@queenellen.com/ 505-890-2937
PO Box 6164 Albuquerque, New Mexico 87197*

EXPERIENCE

Sole Proprietor

Queenellen Enterprises Albuquerque, New Mexico

January 1998-Present.

Innovative and complete solutions for educational and interpretive projects, with an emphasis on the history and uses of public lands in the United States. Services include content, instructional, and interactivity design for new media; writing and research for all media; team building and project management; program evaluation; editorial work; database administration; website management; ecommerce development; marketing; training; and grant-writing.

Consultant

Moose Enterprises, Moose, Wyoming

November 1997 – present

Advise Board of Directors on personnel management, organizational development, knowledge management, long-range planning, and technology solutions.

Manager of Store Operations

Public Lands Interpretive Association Albuquerque, NM.

August 1996-October 1998.

Supervised forty-two visitor center bookstores in a seven-state region. Duties included inventory management and purchasing; training new staff and managers; developing new training on marketing and merchandising; writing and compiling the PLIA manual of operations; supporting daily operations; planning and opening new locations; agency liaison activities; ecommerce development.

EDUCATION

University of New Mexico, Albuquerque, NM 2003-2005

Master of Arts, Organizational Learning and Instructional Technologies. Graduated summa cum laude May 2005. Internship duties included design, research, writing, pre-production, and evaluation of an educational game about El Camino Real de Tierra Adentro.

National Association of Interpretation *scholarship award for vision and innovation.* 2004.

University of New Mexico, Albuquerque, NM 1994-1997

Studies in physics, artificial intelligence, German, linguistics, and computer programming.

St. John's College, Annapolis, MD; Santa Fe, NM 1988-1993.

Bachelor of Arts. Major: Math and Philosophy. Special studies included Joyce's Finnegan's Wake and Wagner's Ring cycle. Thesis explored the behavior of informational entropy in social and biological systems.



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COMPETENCIES

Windows OS; Macintosh OS; word processing; database management; spreadsheets; video and audio editing; graphic processing; CD/DVD mastering; GIS applications; browser, FTP and e-mail applications; HTML authoring; Macromedia Studio; MS Office; domain, email, and hosting management ; computer and object animation.

KNOWLEDGE BASE

Western public lands: uses, management, history, cultural resources.

Online technology management, including ecommerce, hosting, domain management, marketing strategies, and evaluation.

Federal standards for web, signs, and print materials.

AFFILIATIONS

National Association of Interpretation

Albuquerque Independent Business Association

International Game Developers Association

RECENT AND CURRENT PROJECTS

- New Mexico Humanities Council, www.nmhum.org. *Website content design, editorial, organizational/ media evaluation, staff training.*
- Load the Wagon educational game, www.elcaminoreal.org. *Design, pre-production, research.*
- Galisteo Archaeological Sites outreach, www.galisteoarchaeology.org. *Writing, research, photography, information and interface design for website, brochure, and newsletter.*
- Fort Craig sesquicentennial brochure and program guide. *Writing, research.*
- Snake River Angler website, www.snakeriverangler.com. *Content design, editorial, training.*
- El Camino Real de Tierra Adentro National Historic Trail website, www.elcaminoreal.org. *Content and interactive design, information architecture, project management and team leadership, webmaster, technical and customer service support, training, database administration, evaluation, marketing.*
- Rivers of Change website, www.riversofchange.com. *Content design, editorial.*
- Keynote address, Association of Partners for Public Lands 2003 convention/ Workshop, Joint Ventures 2003 conference. *Multimedia performance scripting, direction, video editing, production, A/V support.*
- New Mexico public lands recreation maps. *Research and writing.*
- Public Lands Map Center www.plicmapcenter.com. *Grant writing, project conception and management, research, writing, information architecture, webmaster, evaluation.*
- American Frontiers: A Public Lands Journey www.americanfrontiers.net. *Research, writing, training, information architecture, database management and cross-checking, technical support, evaluation, marketing, webmaster.*
- Greez Goes Green www.queenellen.com/WYTrip/. *Tour planning, research, instructional and interactive design, writing. Developed a simulation of the trip in 2004.*
- Public Lands Information Center, www.publiclands.org. *Team leader, webmaster, research, writing, ecommerce management, technical support, training, expansion planning, evaluation.*