
Eric Paul Engel

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EDUCATION **Master of Arts** in Communication (3.88 GPA)
Purdue University—Fort Wayne, Indiana

Bachelor of Arts in Rhetoric & Communication (3.60 GPA)
University of Virginia—Charlottesville, Virginia

SUMMARY **Training & Organizational Development**

- Instructional Systems Design & Competency Modeling
- Training Facilitation & Evaluation
- Cultural Analysis, Strategic Planning, & Change Management
- Creative Problem-Solving & Decision Making
- Communication Auditing
- Certified MBTI (Myers-Briggs Type Indicator) Administrator

Professional & Organizational Communication

- Management Feedback Systems
- Interpersonal Communication
- Small Group & Team Dynamics
- Public Speaking & Presentation Skills
- Digital & Print Publications

EMPLOYMENT **Executive Director** 11/2003 – Present
Ketchcom Development, Inc. (McLean, VA)

- Founded Ketchcom Development, Inc., a professional and organizational communication development practice providing core communication workshops, communication consulting, and communication audits.
- Drafted and implemented a comprehensive strategic business plan.
- Conceived and executed a multi-tiered marketing and sales campaign, including corporate identity and brand development, print and online advertising, as well as direct mail and collateral materials (brochures, media kits, and solicitation programs).
- Designed and developed the corporate website, including the research, purchase, and implementation of a fully functional eCommerce solution.
- Established an IT infrastructure (security provisioning, data management, and back-up redundancies).
- Designed and developed “Listening for Lawyers: Communication with Clients & Co-Workers,” a three-hour workshop approved for continuing legal education (CLE) credit by the North Carolina State Bar MCLE Board.

Senior Instructional Systems Consultant 10/2002 – 11/2003
Oxley Enterprises, Inc. (Washington, D.C.)

- Provided organizational development, training, and communication consulting to the Army’s Information Technology Agency at the Pentagon.
- Facilitated over 50 development workshops attended by over 500 Pentagon staff members (contractors, government civilians, and military personnel), addressing eleven organizational culture principles identified by client’s senior management (customer service, interpersonal communication, teamwork, cooperation, meetings, feedback, empowerment, entrepreneurship, risk, integrity, and contracts).
- Consistently secured client satisfaction ratings of over 95% from workshop attendees.
- Coordinated organizational communication between senior management and staff by engaging employees, recording feedback, identifying key themes, and making recommendations regarding organizational performance and strategic planning.
- Drafted a training evaluation methodology to guide Oxley Enterprises consulting implementation efforts.

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Manager of Organizational Development

3/2000 – 2/2001

fileFRENZY.com/Arsenal Digital Solutions Worldwide (Raleigh/Durham, North Carolina)

- Conceived and coordinated an organizational culture council—a representative body established to facilitate employee relations, organizational communication, and organizational development by addressing corporate culture, values, and vision.
- Spearheaded the development of a corporate "Diversity Initiative."
- Facilitated organizational communication between staff and senior management through the use of formal and informal communication audits.
- Constructed and maintained a corporate intranet, facilitating organizational communication through the posting of personnel profiles, coordinated departmental updates, and Human Resources documentation.
- Established a "Performance Review Process" to align employees' professional development with strategic organizational goals and initiatives.
- Directed corporate community outreach and volunteer programs.

Training Specialist

6/1999 – 3/2000

KOZ.com (Durham, North Carolina)

- Trained over 250 clients in major media markets (including New York, San Francisco, Atlanta, Philadelphia, Boston, and Atlanta) on how to employ and strategically deploy proprietary online publishing software as a community development and media marketing tool.
- Designed and developed a training curriculum for the proprietary software.
- Drafted documentation to facilitate a major software upgrade.
- Established and maintained constructive relationships with clients throughout the U.S.

Basic Communication Course Instructor

8/1996 - 5/1998

Purdue University, Communication Department (Fort Wayne, Indiana)

- Instructed over 200 students in basic communication theory and practice, including interpersonal communication, small group dynamics, public speaking, mass media analysis, computer-mediated communication, and cultural communication.
- Instructed students in the use of presentation software.

COMPUTERS

- General Office Systems (MS Word, Excel, PowerPoint, Outlook, Access; WordPerfect)
- Desktop Publishing (InDesign, QuarkXPress, PageMaker, Acrobat, Acrobat Distiller)
- Web Design (Dreamweaver, NetObjects Fusion, Frontpage, Visual Page, HTML, Flash)
- Image Management (Photoshop, ImageReady)

PUBLICATIONS

- Engel, E. P., & Wysocka, J. (2004). The practical wisdom of listening. In J. Parrish-Sprowl (Ed), *Introduction to Interpersonal Communication: A Supplemental Reader* (pp. 30-42). Plymouth, MI: Hayden-McNeil Publishing, Inc.
- Engel, E. P. (2001). Connectivity & continuity: Influences of the digital realm on the visual information structures of print. In S. D. Reese, O. H. Gandy, & A. E. Grant (Eds.), *Framing Public Life: Perspectives on Media and Our Understandings of the Social World* (pp. 295-309). Mahwah, NJ: Lawrence Erlbaum Associates.
- Parrish-Sprowl, J., & Engel, E. P. (2000). The Evolution of Cybernetic Civic Discourse in Post-Communist Poland. In M. H. Prosser (Series Ed.) & L. Lengel (Vol. Ed.), *Culture and Technology in the New Europe: Civic Discourse in Transformation in Post-Communist Nations*. New Ablex Publishing Company.