



MARYKATE FLANAGAN, MBA

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LEARNING & DEVELOPMENT ORGANIZATIONAL DEVELOPMENT PROJECT MANAGER

EMPOWERS PROFESSIONALS TO TACKLE COMPLEX BUSINESS ISSUES THROUGH A HOLISTIC APPROACH TO LEARNING AND DEVELOPMENT

IMPROVES SAFETY, BEHAVIOR, AND OPERATIONAL PERFORMANCE IN REAL WORLD ENVIRONMENTS

A business-focused, efficient, and innovative learning and development professional with a career history of thoughtfully designing leadership programs, projects, and experiences for individual organizational cultures. Leverages an expansive background in B2B, B2C, marketing, and global business operations (*marine, supply chain, trade, and logistics*) to lead/coach diversified group of professionals while driving high performance and organizational growth throughout shifting economic climates. Serves as a positive change agent while driving continuous improvement and business transformation, building collaborative stakeholder partnerships, and elevating the recognized value of professional learning & development initiatives.

Professional Learning & Development | Training | Program & Project Management | Strategic Planning | Change Management
Organizational Effectiveness | Six Sigma/Lean Methodologies | Agile | Supports Professional Performance | Curriculum
Grant Writing | Writes/Produces Training Videos | Capability Development | eLearning/Online/Digital Learning | Safety Training

PROFESSIONAL HISTORY

LEARNING & DEVELOPMENT PROGRAM DIRECTOR: *Logistics and Supply Chain Management | Business* 12/2022 – Present
LAMAR STATE COLLEGE ORANGE: Orange, TX

Managed end-to-end activities (*conception, initiation, planning, execution, performance/monitoring project closeout, and reporting*) to design and deploy the logistics and supply chain program for students (including adult learners) across diversified background and skill sets while concurrently designing strategies to enhance the business curriculum.

- **Gained Front-Line Insight into the Emerging Challenges, Needs, and Forecasts of Logistics, Supply Chain, and Business Markets** through a comprehensive approach.
 - Established an Advisory Board of Industry Partners.
 - Built Collaborative Partnerships Among Business Stakeholders while promoting open communication and best practices.
- **Shaped Instructional, Learning & Development, and Training Programs** to support the performance and growth of both individuals and organizations.
- **Inaugurated a Partnership for Professionals to Earn an LNG (Liquid Natural Gas) Certifications.**

OPERATIONS AND TRAINING DIRECTOR 4/2022 – 12/2022
PORT ARTHUR INTERNATIONAL SEAFARERS' CENTER: Southeast Texas Area

Directed the planning, design, deployment, and management of integrated business operations while overseeing training/professional development initiatives, empowering each team member to surpass their professional goals, and promoting synergy, teamwork, collaboration, and a positive culture of change.

- **Steered a Complete Transformation of the Nonprofit Organization from a Local to a Global Mindset** while mirroring shifting economic climates in a dynamic environment.
- **Inaugurated Numerous Process Improvements to Enhance the Overall Efficiency of Business Segments**, including those related to billing, accounting, marketing, fundraising, logistics, and talent management, while leading employees to embrace changing practices.
 - Developed Training and Marketing Programs/Materials/Handouts based on a myriad of evidence-based training models/methodologies (*including the ADDIE model*) to clearly communicate business processes to audiences of diversified learning styles (*visual, auditory, reading/writing, and kinesthetic*).
 - Facilitated Online/eLearning and In-Person Training Sessions while encouraging open discussions, questions, and feedback.
 - Promoted the Benefits of Each New Process as it aligned with individual roles and departments.
 - Assessed the Results of Each Training/Learning and Development Strategy to institute iterative enhancements, as needed.



ONLINE EDUCATOR, MARKETING, AND SOCIAL MEDIA MANAGER

6/2020 – 2/2022

ATKINSON CANDY COMPANY: Lufkin TX

Leveraged learning & development, training, technology, and marketing expertise to design national online campaigns that educated audiences on organizational promotions and allowed consumers to make informed product decisions.

- **Engaged Audiences While Maximizing the ROI of Organizational Resources** (*talent, budgets, and time*) by researching industry/consumer trends, instituting the use of SEO creating entertaining content, performing a/b testing, and evaluating results.
- **Developed Print/Digital Marketing Campaigns** to promote awareness of brands/products.
 - Email Campaigns that Educated Consumers on Product Features. Authored engaging subject lines/copy, created layouts, designs, and graphics that transitioned the reader through each phase of the campaign, and initiated calls to action.
 - Social Media Posts (Facebook, Instagram, and LinkedIn) to market the brand.
 - Radio/Media Appearances to share company events/products with the public while promoting social responsibility.
- **Managed/Updated the Company Website** (*WordPress*) and **Online Catalog** (*Shopify*) to educate visitors and drive conversion rates.
- **Provided Insight to Support the Sales Team in Developing Broker Relationships** and expand sales footprint of the organization.



GRADUATE RESEARCH SCIENTIST | INSTRUCTOR | PhD STUDENT

8/2017 – 8/2019

TEXAS A&M UNIVERSITY: Galveston TX/College Station TX

Developed and delivered instruction/education on a variety of subject matters to students of diverse learning styles, backgrounds, and career goals while adhering to instructional best practices, conducting research, and completing post-graduate coursework. *Research: Educational Leadership, Psychology, Counseling/Mentoring, Experience Design, Natural Resources Management, and Environmental/Occupational Health.*

- **Remained Current on Instructional Design** through research, professional development, and certifications.

PROFESSOR | INSTRUCTOR | PROGRAM DIRECTOR

8/2010 – 12/2017

SAN JACINTO COLLEGE (Three Campus System) | GALVESTON COLLEGE | UNIVERSITY OF HOUSTON (Central, Sugarland, and Downtown Campuses) | TEXAS A&M UNIVERSITY AT GALVESTON: Houston, TX/Galveston, TX/College Station, TX

Provided strategic leadership and oversight to develop and expand curricula for online, classroom, lab, and hybrid instructional, learning & development, and educational programs. Managed accreditation standards, instructional best practices, and the individual protocols of each institution. *Subjects: Business, Trade, Maritime Transportation, Logistics, and Supply Chain.*

- **Directed Department-Wide Projects to Introduce eLearning/Digital Learning/Online Learning & Training Initiatives**, supporting an expanding and evolving learner population.
- **Created and Launched Numerous New Training Courses from Inception** and consistently increased year-over-year enrollment.
- **Managed/Trained a Team of Professionals** using a servant leadership style. Provided expertise in curriculum development, coached/trained/ mentored each one on educational/instructional best practices, technical tools (*Blackboard Learn, Canvas, Noodle*), active learning techniques, problem-based learning, and organizational policies, communicated performance feedback, instituted improvement plans, and recognized/rewarded achievement to inspire ongoing success.
- **Authored Grants to Gain \$45MM+ in Funding for Programs and Curriculums**, including \$650K for supply chain curriculum development and logistics software systems.
- **Improved the Value of Student Education** by establishing/strengthening community partnerships (*including those with local businesses and government organizations*) and securing business/career opportunities.



FUNDRAISING AND COMMUNICATIONS DIRECTOR

2006 – 2009

SIRE INC. HOUSTON'S THERAPEUTIC EQUESTRIAN CENTERS: Houston TX

Managed marketing, outreach, and media for this non-profit, which unites the spirit and movement of the horse in physical, cognitive, and behavioral therapy for children and adults with disabilities. Doubled program capacity in 24 months, increased ridership, grew revenues by 125% (*from \$600K to \$1.35MM*), developed a 10-year strategic plan, built relationships with donors (*\$35 to \$200,000 levels*), and coordinated medical studies of horseback riding therapies.

CREATIVE DIRECTOR

2004 – 2006

CORNERSTONE MEDIA INC.: Beaumont TX

Provided insight and expertise to define the voice of each client and create innovative, award-winning, and unique advertising campaigns (*video, art, graphics*) while serving as the Creative Director for the largest full-service ad agency between Houston and New Orleans. Guided brand strategies for Market Basket Food Stores, Whataburger, Ashley Home Stores, retail stores, agriculture/farming businesses, Ford and Chevrolet dealerships, and the Lamar State College System. *Budget: \$3MM.*

PREVIOUS MARITIME EXPERIENCE

CONSULTANT – CORPORATE AND WORKFORCE TRAINING & DEVELOPMENT LAWRENCE, GRACE & MILLS INC.: Beaumont TX & Houston TX

BUSINESS CLIENTS INCLUDED: What's Next Vision Coaching, New York Life Representatives and Consortium of Insurance and Real Estate Professionals, Street Justice Customs, Espy Market Research.

Created and executed organizational and talent development incorporating engaging learning techniques aligned with business goals. Proactively used technology, industry best practices, and alternative learning methods to build and evolve workforce training activities. Partnered with leadership in change management projects to align individual efforts and business strategies.

PRINCIPAL | SUPPLY CHAIN & LOGISTICS OFFICER

JAMES J. FLANAGAN SHIPPING CORPORATION: Six Offices, U.S. Gulf Coast

Worked internationally to oversee cargo operations, warehousing, and multimodal transportation to drive top-line (revenue) and bottom-line (profitability) across six offices, including Houston, Port Arthur, Beaumont, Lake Charles, New Orleans, and Mobile. *Achieved Massive Triple-Digit Revenue Growth (900%) Spanning Ten Years.*

OVERSAW OPERATIONS ACROSS MULTIPLE LOCATIONS



EDUCATION | CERTIFICATIONS

MASTER OF BUSINESS ADMINISTRATION (MBA)

TULANE UNIVERSITY, A.B. FREEMAN SCHOOL OF BUSINESS: New Orleans, LA

BACHELOR OF SCIENCE (BS): COMMUNICATION

Media Minor

LAMAR UNIVERSITY: Beaumont, TX

BACHELOR OF SCIENCE (BS): MARINE TRANSPORTATION/BUSINESS

TEXAS MARITIME ACADEMY: Galveston, TX

GRADUATE STUDIES TOWARD A DOCTORAL DEGREE

TEXAS A&M UNIVERSITY: College Station, TX

ONLINE EDUCATION AND INSTRUCTIONAL DESIGN CERTIFICATE

TEXAS A&M UNIVERSITY: College Station, TX

SIX SIGMA/LEAN GREEN BELT (In Progress)

VOLUNTEER AND NETWORKING (PAST AND PRESENT)

Kirby Hill House (Director of Multiple Theatre Program), Prison Entrepreneurship Program (Business Mentor), CASA of the Sabine Neches Region (Child Advocate)

TECHNICAL SKILLS

Blackboard LMS, Canvas LMS, Storyline 360, Moodle LMS, Microsoft Office Suite, Mac iOS, Google Business Suite (Drive, Docs, Sheets, Forms, Fonts, Calendar), Camtasia, Audacity, Skype, GoToMeeting, Zoom, Slack, Mind Mapping, Flipbooks, Kahoot, Quiz Game, Garage Band, Shopify, Constant Contact, WordPress, Adobe Creative Suite, HubSpot, Canva, Infogram, Survey Monkey, B