

SHANE LAAKE CHFC CLU

OBJECTIVE

To advance into a strategic role where I can utilize my understanding of the financial service industry, development, and technology to enhance sales.

EXPERIENCE

2005–Present Nationwide Financial Dublin, OH
Senior Web Communications Designer

- Served as a consultant and developer in the creation of a curriculum for the initial training of internal wholesalers.
- Produced DVDs complete with chapters and menus.
- Developed dynamic computer based training courses.
- Implemented training podcasts by creating content, deploying iPods, and developing a Podcast infrastructure
- Built system simulations to facilitate training new systems.
- Created engaging metapors to help novice employees understand complex financial matters.

2003–2005 Nationwide Financial Dublin, OH
Senior Trainer

- Trained existing and new employees concepts and applications regarding selling and servicing life insurance and annuities.
- Created and delivered training materials for special projects.
- Developed and delivered new hire curriculum.
- Created engaging computer based training courses.
- Maintained online knowledge management tool.

2001–2003 Nationwide Insurance Dublin, OH
Web Communications Design Specialist

- Served all technical needs of a training team serving three call centers across the country by building online refernces, tools, and applications.
- Combined content from several regional locations and integrated nationwide departmental website into corporate intranet.
- Administered transition from static locally administered site to Interdev source save environment.

1999–2001 Nationwide Insurance Gainesville, FL
Telecommunications Analyst

- Created and maintained a variety of complex Microsoft Access databases
- Administered Nice call monitoring and quality assurance system.
- Administered IEX Totalview call center management software.
- Trained supervisors in using Lucent CentreVu, Nice, and IEX Totalview software.
- Created information rich appealing Powerpoint presentations for display on closed circuit TV system.

1998–1999 Nationwide Insurance Gainesville, FL
Customer Service Representative

- Handled some claims from start to finish
- Took claims from a variety of callers with a variety of dispositions.
- Understood and applied appropriate coverages and assignments.
- Worked with Lucent Call Master phone system and Windows NT..

EDUCATION

1995–1998 University of Florida Gainesville, FL

- Completed all requirements for two majors within two years of high school graduation.
- Awarded Bachelor of Arts degree in Political Science and History.
- Awarded Associate of Arts degree.
- 3.32 GPA.

LICENSES AND DESIGNATIONS

- NASD Series 6 License
- Ohio Life, Health, and Annuities license
- Chartered Life Underwriter (CLU) designation from The American College
- Chartered Financial Consultant (ChFC) designation from The American College
- Pursuing Chartered Advisor for Senior Living (CASL) designation (one exam left)

INTERESTS

Photography, graphical design, digital audio, internet, reading, recreational sports, trivia, and solving puzzles.

SKILLS

- Absolutely know computers, audio-video gear, and technology.
- Fully understand MS-DOS, Windows 3.1, 95, 98, ME, NT, and XP
- Proficient in all MS Office applications
- Proficient in 2D and 3D graphics design and rendering software: Adobe Photoshop CS3, Adobe Illustrator CS3, Adobe Premier Pro CS3, Adobe Audition 2.0, Adobe Dreamweaver CS3, and Ray Dream Studio.
- UNIX and Linux experience.
- Understand PC networking protocols, hardware, and the internet.
- Used a variety of computers for the past twenty-four years.
- Excellent problem solving skills.