

# Verda La Rue

3109 Grand Avenue #339,  
Coconut Grove, FL 33133

[verdavisions@yahoo.com](mailto:verdavisions@yahoo.com)  
Phone: 305-742-571

## AREAS OF EXPERTISE:

An experienced and resourceful professional with a proven record of providing clear and effective support for product approval applicants. Brings highly developed customer relations and communication skills, including effective listening, process training, advice, and conflict resolution. Complete record documentation for easy traceability in each phase of the process, as well as excellent system/problem analysis and resolution.

## PROFESSIONAL EXPERIENCE:

**2007-Present Ted Berman and Associates, LLC, Miami Beach, Florida – *Product Approval Specialist, State of Florida Product Approval Contractor Team Member*** – Continued under a new contract with Ted Berman and Associates, LLC to support the online Florida Product Approval process. Answer phone calls and emails from Product Manufacturers, Product Compliance Entities, Engineers, Architects, Building Officials, and the general public. Review entity applications and hard copies received for completeness. Conduct initial research and handle correspondence for investigative notices. Monitor Product Manufacturer Quality Assurance coverage and maintain current expiration date on approved applications, update training materials for compliance entity training, and maintain electronic files of all process records. Document system problems and report them to the state of Florida.

**2004-2007 A&A, Arnold & Associates, Inc. Hialeah, Florida – *Product Approval Specialist, State of Florida Product Approval Contractor Team Member*** – I joined the team of awarded contractors to support the online Florida Product Approval process. I answered phone calls and emails from Product Manufacturers, Product Compliance Entities, Engineers, Architects, Building Officials, and the general public. Conducted initial research and handled correspondence for investigative notices. Conducted monthly customer surveys and reported findings and comments to the Product Approval Product Oversight Committee, prepared and updated training materials for compliance entity training, wrote technical documentation for the product approval online application, analyzed user requirements, procedures, and problems and reported system problems to the state of Florida, and maintained paper filing system of all process documents.

**2002-2004 Department of Community Affairs, Building Codes and Standards Tallahassee, Florida – *System Administrator/Web Design*** – Designed web and managed content for the Department of Community Affairs (DCA) Florida Building Commission. In the role of System Administrator for all modules of the Building Code Information System (BCIS), I provided technical support to system users and DCA staff, worked closely with contractors and department teams to design BCIS for optimum performance and reliability, including the testing of new products and enhancements. Monitored and analyzed the status of various processes, identified problems efficiently, and reported all problems, bugs, or system failures, and recommended system resolutions/fixes to management and IT contractors.

**2001-2002 VIP Ltd., Inc. Gold River, California – *Technical Writer/Graphic Artist/Web Developer*** – Delivered original art for company look/feel, and multiple trademarked product logo designs for Internet web presence, user documentation and product installation wizards. Quickly learned complex collaborative application technologies for major web-based product suites, and delivered concise User, Administrative and Installation Guides. Recorded the voice-over audio track for a 30-minute EDLE (Enhanced Distance Learning Environment) tutorial and demonstration CD, and earned IBM Certification to enable VIP, Ltd., Inc. to partner with IBM.

**1996-2001 Cardinal Health Folsom, California – *Technical Writer/Graphic Artist/Web Developer*** – I wrote technical documentation for a leading pharmaceutical distribution corporation. Conducted online research, quickly synthesized complex issues and technologies, and effectively communicated them to internal and external customers. I wrote for multi-level business audiences, and conducted project management, scheduling, and negotiation of all documentation and art deliverables. Proofread all company Intranet content, and published an online Technology Newsletter. Designed logos, business cards, posters, mission statements, and was the company digital photographer.

## SOFTWARE COMPETENCIES:

Expert knowledge of Windows Vista Office productivity tools, Macromedia Dreamweaver MX, and Adobe Photoshop 7.0.

## EDUCATION:

Received Associate of Arts in Fine Art/Marketing, Bachelor of Arts in Psychology, Master of Arts in Counseling Psychology. Certificates: Completed IBM Professional Certification Program in two areas: Signature Selling Methods and Selling e-Business, Oracle for Developers, Contract Administration, Information Mapping (IMI), Writing for the Web, HTML, Adobe Photoshop, and Advanced Access Database.