

# Deena M. Coutant

## Professional Genealogist



### Contact

[Deena@DigiDeena.com](mailto:Deena@DigiDeena.com)

[www.DigiDeena.com](http://www.DigiDeena.com)

(512) 426-0847 cell / (720) 445-5380 office

PO Box 630522, Highlands Ranch, CO 80163

[/DeenaCoutant](#)

[/DigiDeenaConsulting](#)

[@DigiDeena](#)



## Background / Overview

Deena Coutant is a genealogist who enjoys using modern technology to research family history. She is active with numerous genealogical societies, with leadership roles focusing on education, technology and communication. She is the business owner of DigiDeena Consulting, where genealogy and technology unite. Deena is also pursuing several professional genealogy education programs. She is a highly self-motivated, resourceful, driven, and forward-thinking individual, delivering exceptional results to the projects she manages.

## Key Skills

### **Technology**

Up-to-date skills with both PC- and web-based technologies. Proficient with current software packages for word processing, spreadsheets, publishing, design, layout, and photo editing. Experienced in developing and conducting training videos and live web-based training via screen sharing technology. The focus of DigiDeena Consulting is to apply appropriate technology to the field of genealogy, to improve efficiencies and facilitate more discoveries and easier sharing.

### **Communication**

*Written:* Outstanding writing and editing skills. Grasp of grammar, punctuation and style, resulting in excellent proofreading skills. Serve as VP Communication for CRCGS, designing and delivering branded messages across multiple channels, including email, website, social media, surveys, standardized announcement slides, and printed collateral. Created and designed the CRCGS quarterly newsletter, *Relatively Speaking*, and currently serve as newsletter editor. Experienced in creating a wide range of fliers, posters, brochures, guides and calendars for genealogical organizations & libraries, to convey the desired messages. *Verbal:* Confident speaker who is able to communicate effectively one-on-one, to large groups, or virtually. Possess excellent presentation skills and regularly lecture to groups ranging from dozens to hundreds on current genealogy or technology topics.

### **Leadership**

Gravitate to multiple positions of leadership in genealogical organizations, and previously in various professional business settings. Possess strong people and administrative skills. Have the ability to grasp what needs to be done and collaborate or delegate in order to achieve the goal.

### **Organization**

Ability to break down complex projects into manageable chunks, and to create defined processes from ambiguity. Goal-conscious and finishes assignments on or before deadlines. Able to increase efficiencies by organizing just about anything, whether physical or digital.

### **Graphic Design**

Ran a digital scrapbooking business in Texas for 3 years prior to moving to Colorado. Proficient with both clean and decorative layout and design styles. Have been commissioned to create logos, business cards, letterhead, calendars, promotional materials and digital books for various clients.

<b>Photography &amp; Scanning</b>	Photography enthusiast, capturing over 100,000 digital images. Experience organizing and cataloging digital image files. Possess different professional-level scanning equipment. Have digitized and restored large volumes of heritage photos and memorabilia.
<b>Materials Development</b>	Past background as a human resources manager and trainer give insight into curriculum development and delivery methods. Design own curriculum and visual aids, creating top-notch supporting handouts and materials. Have created a wide variety of document and spreadsheet templates and forms, and even an 80-page syllabus on intermediate census research.
<b>Research &amp; Analysis</b>	A diligent researcher who knows how to think outside the box. Able to analyze patterns of data or evidence and draw viable conclusions. Knowledge of genealogical research methodology and records types. Ability to conduct effective online and in-repository research.
<b>Desire for Continual Learning</b>	Stay abreast of genealogical news and developments by subscribing to various publications, blogs and newsletters. Enhancing professional genealogist status by targeted continual education and collaboration with other professionals. Energetic and vibrant individual, eager to both learn and share what has been learned for the benefit of others.

## Volunteer Work

- Castle Rock Colorado Genealogical Society (CRCGS)** [www.crcgs.org](http://www.crcgs.org) ..... 2010-Present  
Integral in building the foundational processes and documentation for a new society, increasing the membership from 40 to 100+ in 15 months. Offices and appointments held include VP Programs, VP Communication, Nominating Chair, Trainer, Webmaster, Social Media Administrator, Newsletter Editor & Layout and Trip Coordinator. Created and designed the quarterly newsletter, *Relatively Speaking*, in April 2011 and regularly contribute content. Established the weekly email newsletter beginning January 2013, with distribution to 300+ and an open rate over 50%. Founded the Family Tree Maker Computer Interest Group in 2010 and currently instruct monthly. Founded the educational series *Discover Who YOU Are!* modeled after TV show *Who Do You Think You Are?*, and conducted presentation of the research results in a case study format during 2011-2012. Manage online event registration for free and paid events via Eventbrite, and staff public-facing events such as open house and community fairs. Have facilitated many of the weekly Genealogy SHARE drop-in group mentoring sessions.
- Colorado Council of Genealogical Societies** [www.cocouncil.org](http://www.cocouncil.org) ..... 2010-Present  
Serve as Treasurer for 2013-14 term, co-chair of webinar committee, bylaws committee and past delegate. Spearheaded survey of newsletter development and distribution practices for all member societies in 2011.
- Federation of Genealogical Societies** [www.fgs.org](http://www.fgs.org) ..... 2012-Present  
Serve on Education Committee and scheduled to deliver future webinars on society management topics.
- Columbine Genealogical & Historical Society** [www.columbinegenealogy.org](http://www.columbinegenealogy.org) ..... 2010-Present  
Serve as website redesign liaison, nominating committee chair, regular lecturer, intermediate genealogy instructor, open house volunteer, and materials development.
- Dupee Boston Terrier Rescue** [ebrisendine@earthlink.net](mailto:ebrisendine@earthlink.net) ..... 2009-Present  
Design annual calendar, collage poster, greeting card, brochure, memorials, and list of available adoptees, distributed to 250 individuals and organizations. The 2011 calendar was honored by being selected as the designated rescue fundraiser at the National Boston Terrier Breeder Specialty show in Houston, May 2012.
- MidAmerica Boston Terrier Rescue** [www.adoptaboston.com](http://www.adoptaboston.com) ..... 2011-Present  
Volunteer support at adoption events and fundraisers, including pet photography.

## Employment

**DigiDeena Consulting, Owner**, Highlands Ranch, CO ..... 2008-Present

Offer services related to all aspects of genealogy and technology, including client research in original and online records, lecturing, curriculum development, genealogy software training, society management advising, photograph restoration, digital book or materials development, high-speed scanning services, organization services, and general computer & technology consulting services related to the field of genealogy.

**Creative Memories Independent Consultant, Unit Leader**, San Antonio, TX ..... 2007-2009

Responsible for personal sales volume by scheduling & conducting events, demonstrations and training for individuals and organizations, and being a subject matter expert on products and software. Handled all aspects of marketing and customer service, including electronic and postal newsletters to a client base of 300. Built and mentored a team of 12 consultants. Featured on San Antonio Living TV craft segment. Recognized as a top 1% achiever in sales and recruiting, receiving numerous incentive bonuses and trips.

**USAA, Vendor Technical Manager, Sr. Information & Records Management Advisor**, San Antonio, TX..... 2005-2008

As VTM managed the contracting and daily interaction with technical suppliers. As IRMA provided governance for the information lifecycle of electronic and physical records, including creation/capture, storage/retrieval, retention, disposition, and suspension of destruction for eDiscovery and legal holds.

**Intercraft Burnes, Global Home Products & Caremark** ..... 1998-2005

*Human Resources Generalist, HRIS Manager, HR Manager* / Austin, TX; Columbus, OH; San Antonio, TX

Spent seven years in various functional or technical human resources roles, covering employee relations, benefits, training, and conference planning. Honed communication skills to audiences of one to hundreds, many times tactfully delivering difficult messages.

## Education

University of Mary-Hardin Baylor, Bachelor of Business Administration – May 1998

*Double-majored in Marketing & Management and graduated Alpha Chi with 4.0 GPA in only 3 years*

National Genealogical Society

*Family History Skills Course* – November 2011

*Home Study Course* – anticipated completion September 2013

ProGen Study Group 16 – anticipated completion December 2013

National Institute for Genealogical Studies – Ongoing

*Social Media for the Wise Genealogist* (May 2012)

*Google for the Wise Genealogist* (June 2012)

*Connecting Family Online and Virtually* (anticipated completion September 2013)

*Genealogy and Copyright Guidelines* (anticipated completion October 2013)

*Genetics and Genealogy* (anticipated completion November 2013)

Universal Class, Genealogy 101 – July 2012

## Certifications

ERM<sup>M</sup> (Electronic Records Management Master Level) – 2007

*Methodologies and technologies for managing electronic records, including standards, metadata models, classification schemes, legislation, digital preservation, retention and disposition*

[www.aiim.org/Training/ERM-Electronic-Records-Management-Course](http://www.aiim.org/Training/ERM-Electronic-Records-Management-Course)

ITIL Foundation Level Qualified – 2006

*Best practices framework for IT Service Management planning, delivery and support*

[www.iti-officialsite.com/Qualifications/ITILQualificationScheme.aspx](http://www.iti-officialsite.com/Qualifications/ITILQualificationScheme.aspx)

## Conferences and Institutes

Genealogical Research Institute of Pittsburgh

*Beneath the Home Page: Problem Solving with Online Repositories* by D. Joshua Taylor – July 2012

National Genealogical Society Conferences: Las Vegas, Nevada – May 2013, Cincinnati, Ohio – May 2012

Federation of Genealogical Societies Conference: Birmingham, Alabama – August 2012

RootsTech: Salt Lake City, Utah – February 2012

Colorado Family History Expos 2010-2012

Texas State Genealogical Conference 2011

## Memberships and Associations

Association of Professional Genealogists [www.apgen.org](http://www.apgen.org)

National Genealogical Society [www.ngsgenealogy.org](http://www.ngsgenealogy.org)

Federation of Genealogical Societies, Delegate [www.fgs.org](http://www.fgs.org)

Genealogical Speakers Guild [www.genealogicalspeakersguild.org](http://www.genealogicalspeakersguild.org)

International Society of Family History Writers and Editors [www.isfhwe.org](http://www.isfhwe.org)

Genealogical Association of Utah, Virtual Chapter [www.infouga.org](http://www.infouga.org)

Southern California Genealogical Society [www.scsgenealogy.com](http://www.scsgenealogy.com)

## Lectures and Training

2010-2013 Speaking Engagements

<i>Topics</i>	<i>Audiences</i>
<p>A Recruiting Mentality: Tripling Your Society Membership in Two Years</p> <p>Beyond the Census: The Non-Population Schedules</p> <p>Communicating on a Shoestring Budget: Cost-effective Solutions for Societies</p> <p>Family Tree Maker Instruction (versions 2010-2012)</p> <p><i>Discover Who YOU Are!</i> Series (lecture + “celebrity” case study)</p> <p>Topics including: Census Research, Vital Records, Newspaper Articles, Military Records, Visiting Libraries &amp; Repositories</p> <p>Genealogy 101 curriculum (4 hours)</p> <p>Getting the Most out of Your Genealogical Software Program</p> <p>Intermediate Census Research Training Module (4 hours)</p> <p>Italian Immigration</p> <p>Laying a Foundation: Developing Standard Society Forms and Processes</p> <p>Organizing Your Books with LibraryThing</p> <p>Parallel Organization of Digital &amp; Physical Files</p> <p>Preparing for a Successful Library or Repository Research Trip</p> <p>Searching Using Ancestry Library Edition and HeritageQuest Online</p>	<p>Anthem Ranch Genealogy Club</p> <p>Arapahoe County Public Libraries</p> <p>Castle Rock Genealogical Society</p> <p>Colorado Family History Expo 2012</p> <p>Colorado Genealogical Society</p> <p>Columbine Genealogical &amp; Historical Society</p> <p>Douglas County Public Libraries</p> <p>Estes Park Genealogical Society</p> <p>Larimer County Genealogical Society</p> <p>Pikes Peak Genealogical Society</p>
	<p><i>Levels</i></p> <p>Beginner to Advanced</p>

## Recent Articles

*DigiDeena Consulting Blog* <http://digideena.com/blog>

Articles on various topics published regularly since June 2013

Articles published in *Relatively Speaking*, the quarterly newsletter of the Castle Rock Genealogical Society

Available online at <http://crcgs.com/news/newsletter>

“Resources You Should Know: Library Thing,” July 1, 2013

“Three Highlighted Resources at Archives.com,” July 1, 2013

“FGS Conference Review,” October 1, 2012

“What Do Genealogy and Tornadoes Have in Common?” July 1, 2012

“NGS Conference Recap,” July 1, 2012

“New Year’s Resolutions,” January 1, 2012

*Pikes Peak Genealogical Society Quarterly*, distributed via email and members-only website [www.ppgs.org](http://www.ppgs.org)

“RootsTech 2012 Conference Review,” April 1, 2012