

PROFILE

- E-Learning Manager and Instructional Design Consultant with proven results in delivering high-quality results on-time and within budget
- A pro in e-learning development, from concept to completion, with experience in learning management system (LMS) selection, deployment, and administration
- Expert in industry-leading e-learning software and standards

EXPERIENCE

Be-Learning, LLC
Founder, E-Learning Consultant

April 2010 – Present

Client: A non-profit diabetes association

- **E-learning course development (disease-related, patient care (soft skills), business development/management, reimbursement, etc.)**
 - Full life-cycle development of numerous self-paced e-learning courses and curricula, from concept to completion using rapid storyboarding
 - Project manager, working closely with client stakeholders (e.g., C-level executives, pharmaceutical sponsors, marketing, accreditation, customer service) and subject matter experts to ensure successful launches
- **Pharmaceutical staff training**
 - Designed, developed, and project managed a comprehensive 8-week online continuing education program for 450+ pharmaceutical staff
 - Analyzed needs and budget to recommend a cost-effective online training solution to replace existing live training program
 - Conducted needs assessment of learners to determine baseline knowledge and gaps, and worked closely with SMEs to design objectives and content for interactive webinars and case studies
 - Implemented program using Adobe Connect and client's LMS
 - Program success has led to ongoing funding for 6 years in a row
- **Webinar and Webcast development**
 - Manage and produce interactive webinars and webcasts sponsored by various pharmaceutical clients using Adobe Connect, GoToMeeting, WebEx, Storyline, client's LCMS, and various video editing tools
- **LMS Selection and Transition**
 - Analyzed client's learning needs and provided a comprehensive analysis of their top 3 potential vendors, ultimately recommending a solution
 - Migrated numerous existing courses to new LMS
- **Diabetes Learning Strategy**
 - Developed a diabetes learning strategy for a major pharmaceutical company's 6 customer-facing teams to equip staff with knowledge and skills on diabetes, scientific research, and the patient/provider experience

Client: A non-profit pathology association

LMS Implementation Project

- Spearheaded a large-scale LMS implementation/migration project (850 courses)
- Defined system requirements, customizations, and integrations between the LMS and new/existing IT infrastructure
- Developed project plan, schedule, quality standards, processes, and test plans
- Served as liaison with LMS vendor to ensure client needs were met

Client: An Australian medical education company

- Consulted on instructional design, e-learning strategy, and LMS selection / customization for client's first venture into e-learning
- Developed various scenario-based online HR training for internal staff and continuing medical education (CME) courses on topics such as diabetes and eczema using Storyline, Lectora, Camtasia, and Javascript
- Served as Moodle administrator and provided LMS selection guidance

Client: A national association providing education to REALTORS®

- **E-Learning course authoring and development**
 - Served as the SME, author, and instructional designer to develop four 8-hour classes on Social Media, Marketing, Technology, and Creating Value
- **Instructor-led (ILT) and blended-learning course development**
 - Served as author, instructional designer, and developer for multiple courses, working with SMEs to develop student/instructor guides, slides, and ancillary materials
- **Instructional design documentation and improvement:**
 - Documented existing processes for live course development and provided recommendations for streamlining, job aids, and templates

Client: A non-profit education association (K-12)

E-Learning Course Development Project

- Developed 6 online courses on program management using Claro + DominKnow

Client: A national higher education company

Interactive Media Development Project

- Developed interactive, engaging multimedia exercises to support university-level courses in the healthcare field using Storyline

Client: A global technology communications company

Rebranding Project

- Rebranded training assets with the new company name and logo in Articulate Studio and Captivate
- Conducted quality assurance and functionality testing to ensure rebranding of English and translated versions of online and instructor-led courses
- Worked closely with client's translation vendor (SDL) to streamline the course translation process and coordinate efforts
- LMS course uploads and administration in Meridian Global LMS

Director, Learning Innovations (part-time)

April 2017 - Present

American Society for Clinical Pathology – Chicago, IL

- Develop and implement ASCP's strategy for delivering live and online continuing medical education (CME)
- Conceptualize and craft innovative, research-based grant proposals to secure industry funding for education (over \$2m since April 2017)
- Lead a team of instructional designers and learning management staff to design and deliver innovative educational solutions

Distance Education Manager

March 2006 – April 2010

American Association of Diabetes Educators – Chicago, IL

- Spearheaded AADE's distance education initiatives from beginning to end
- Responsible for the project management, instructional design, and development of online courses, webinars, CDs, diabetes software, ILT, and print products
- Managed LMS selection and implementation process
- Partnered to develop competencies for diabetes educators and conducted a gap analysis of existing curricula to identify areas for new course development

Instructional Designer

March 2004 – March 2006

American Health Information Management Association – Chicago, IL

- Designed learning object strategy based on best practices in adult learning theory and instructional design
- Developed interactive simulations and exercises using Camtasia and Captivate
- Scoped and defined requirements for LMS, learning portal, and virtual health lab
- Produced live and on-demand webinars

Production Editor

May 2002 – March 2004

Kaplan Professional – Chicago, IL

- Designed and implemented virtual classroom programs
- Developed and edited online test-prep courses, CDs, exams, and print products
- Managed content database and developed training manuals
- Created technical documentation of software and procedures

Forensic Scientist, DNA Database Analyst

June 1998 – April 2002

Indiana State Police Crime Lab – Indianapolis, IN

- Managed the State of Indiana's DNA database, computers, and peripherals
- Analyzed and interpreted DNA data
- Developed the state's DNA Profile Statistical Interpretation Software (IndyStats)
- Trained staff on the database, forensic science, and Microsoft Office

Laboratory Assistant

October 1997 – July 2000

Indiana Technology Learning Center – Indianapolis, IN

- Trained teachers and students on technology and software
- Repaired and maintained Windows and Macintosh computers and peripherals

TECHNICAL PROFICIENCIES

- **E-learning development:** Expert in Articulate Storyline 360/3, Lectora, Captivate, Camtasia, Lectora, iSpring, Adobe Connect, WebEx, GoToMeeting, Microsoft Office suite, various photo/video editing tools, and SCORM/xAPI standards.
- **Learning management system (LMS) selection and administration,** with admin/authoring experience in Meridian, Moodle, WBT Systems, LearnUpon, Learner Community, Web CourseWorks, EthosCE, LearnFlex, Canvas, and Blackboard.
- **Programming languages:** HTML, HTML5, XML, and Javascript, as well as various web development software programs and content management systems.

EDUCATION

Bachelor of Science, Biology, with Chemistry minor
Butler University – Indianapolis, IN

Graduate Certificate – Instructional Technology
San Diego State University

Graduate Certificates – Chicago Manual of Style and Medical Editing
University of Chicago