

# NICOLE MARKS

Detail-oriented instructional designer with 12 years of experience in graphic and instructional design. Passionate about leveraging AI to transform education and deeply committed to accessibility and inclusive design. Recognized for strong technical skills, effective leadership, and enhancing learning experiences through innovative solutions.

Skills: Storyline, Rise360, Captivate, Lectora, Synthesia, Vyond, ElevenLabs, Adobe Design Programs, Smartsheet, Microsoft Office, Intercom, Stripe, LMS implementation, script writing, voiceover, and more

## WORK EXPERIENCE

### Manager, Instructional Design

October 2021 - Present

*Marriott International, Inc.*, Bethesda, MD (Remote in Jacksonville, FL)

- Design and develop engaging learning deliverables in video and eLearning formats
- Create collateral for learning programs to assist facilitators and learners
- Organize learning programs from brainstorming to deployment
- Manage vendor communications for translations and voiceovers
- Record and edit voiceover files for learning materials

#### Major Projects and Responsibilities:

- AI Research Team: Selected as member of team to research AI solutions to enhance team processes
- Accessibility Standards: Improved compliance with accessibility guidelines, ensuring inclusive learning
- LMS Migration: Assisted in transitioning the learning library to a new LMS
- Loyalty Program Refresh: Implemented a comprehensive overhaul of training for Marriott's Loyalty program
- Select Paid Food + Beverage Program: Developed a learning program for associates and managers, including self-paced videos and facilitator-led workshops
- Sustainability and CAP Training: Provided employees with an overview of Marriott's Climate Action Program through self-paced learning
- Leadership Essentials for CEC Managers: Created a year-long program blending facilitator-led sessions and practical application
- Brand and Service Excellence: Developed foundational training for new hires
- Power of Clean: Designed interactive on-the-job learning for hotel new hires

#### Performance Highlights:

- Received an overall 'Strong Performer' rating in the 2023 annual evaluation
- Manager feedback:
  - "Nicole consistently demonstrates a can-do and positive attitude. She is committed to not only developing herself but developing others on the team. Nicole's greatest strength is her ability to learn and excel. She is able to take new things that she has learned and immediately implement them in to projects she may be working on." - Danielle McKinney, Senior Director of Learning Development, Global and Brand Operations, Marriott International
  - "She worked well with the entire team and was willing to jump in at short notice to help out when priorities shifted. She has very strong technical skills and produced quality eLearning lessons in short timeframes, meeting all deadlines." - Laura Gaunder, Sr. Director, Learning+Development - Brand, Marriott International

### Senior Instructional Designer/Account Manager

October 2018 - October 2021

*Hickory Software Labs, Inc.*, New York City, NY (Remote in Boston, MA)

- Designed onboarding programs for new customers
- Led client meetings to provide instructional design recommendations
- Performed QA testing for new product features before rollout

### eLearning Designer/Developer

March 2016 - October 2018

*Thomson Reuters*, New York City, NY

### eLearning Designer

August 2014 - March 2016

*Thomson Reuters*, New York City, NY

## EDUCATION

### Bachelor of Arts in Graphic Design

*St. Edward's University*, Austin, Texas