

JILL SHORES

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LEARNING & DEVELOPMENT / INSTRUCTIONAL DESIGN SPECIALIST

Accomplished, strategic Learning & Development (L&D) professional with history of successfully designing and delivering effective, scalable instructional solutions that align with organizational goals and drive digital transformation. Highly skilled at developing blended learning programs, eLearning modules, and performance support materials tailored to a range of learner needs. Adept at collaborating with SMEs and cross-functional teams to conduct needs assessments, curate engaging learning content, and implement training through such platforms as Articulate 360, Synthesia, and Upskill LMS. Proven ability to promote adoption of digital tools, measure training effectiveness, and foster a culture of continuous learning through data-informed improvement. Committed to enhancing learner engagement and supporting business objectives through innovative training solutions.

SELECTED AREAS OF EXPERTISE

Learning Strategy | Instructional Design | Training Program Management | Workforce Development | Curriculum Development | Blended Learning Solutions | eLearning Module Creation | Train the Trainer | Microlearning | Digital Tool Enablement | Learning Management Systems (LMS) | Training Delivery (Virtual & In-Person) | Needs Assessment | Stakeholder Engagement | Project Coordination | Content Development | Recordkeeping | Quality Assurance (QA)

TECHNICAL PROFICIENCIES

Learning Programs: Synthesia | Articulate 360 | LMS – Upskill | Teamwork | Monday.com | Power BI

Adobe Creative Suite: Illustrator | InDesign | Photoshop | Bridge | Dream Weaver | Firefly

Microsoft Office: Word | PowerPoint | Excel | Outlook | Teams | OneDrive | Forms | Slido

Operating Systems: Mac OS X | Windows Vista

PROFESSIONAL EXPERIENCE

ABB – Fort Smith, AR

2014 – Present

Digital Tools & Training Specialist (2024 – Present)

Design and deliver targeted training programs to employees and district sales offices to strengthen workforce proficiency in digital tools and processes; collaborate with cross-functional teams to align training with departmental strategies. Foster a culture of continuous learning, technology enablement, and workforce development.

- Conduct needs assessments using surveys, feedback, and collaboration with department heads to align learning initiatives with KPIs and digital transformation goals.
- Developed 50+ blended learning solutions, including eLearning, live virtual sessions, and job aids, to accommodate diverse learning styles for on-site and remote teams.
- Collaborate with SMEs to develop scalable, branded content for LMS platforms and internal knowledge hubs.
- Coordinate and deliver engaging in-person and remote training sessions.
- Customize training programs to meet specific employee needs.
- Maintain meticulous records of participation, progress, and training materials.
- Review training assessment data to evaluate effectiveness and gather feedback to improve digital tool proficiency and productivity.

Key Accomplishments:

- Designed and delivered six major digital training programs to 670+ employees, achieving an average completion rate of 71% and 100% certificate attainment among completers.
- Promoted adoption of digital tools through targeted training and follow-ups, resulting in a 99% completion rate for the LBAT course and increased usage of platforms like Upskill LMS and Synthesia across departments.
- Develop and maintain compliance trainings to ensure ABB meets legal and audit requirements and tracking and reporting completion rates to reduce compliance risks and ensure audit readiness.
- Monitored and reported training demand across 220+ requests using the DT3 Training Demand Portal, with 50 completions and 44 on-hold items, enabling strategic prioritization and resource allocation.
- Leveraged Upskill LMS and Monday.com to track and manage training workflows, ensuring visibility and accountability across departments.
- CPD Certified in Training of Trainers, Advanced Training Methods, Alison.com.
- Ambassador for “To Be the Best” Campaign 2025, followed by B.E.S.T. ambassador for Motion NEMA Division.
- Completed “The 7 Habits of Highly Effective People” by Stephen R. Covey course.

Graphic Designer (2020 – 2024)

Designed and produced diverse marketing materials for internal and external communications, including flyers, banners, signage, event assets, digital ads, custom e-blasts, and email signatures.

- Maintained ABB brand standards to ensure all marketing materials aligned with organizational guidelines and supported global strategy across customer channels.
- Developed and executed brand campaigns supporting loyalty and rebate programs.
- Managed NEMA Division print inventory by pulling monthly reports and collaborating with stakeholders to verify accuracy and relevance of materials; reduced obsolete content by 30%, ensured 95% inventory accuracy, and maintained sufficient stock for Sales teams to fulfill brochure and catalog orders on demand.

Key Accomplishments:

- Led the rebranding of 150+ marketing assets from acquisition Baldor to ABB brand, ensuring consistency across internal and external communications and reducing production turnaround by 25%.
- Directed full-scale Guadalajara plant rebranding (including signage, facility branding, and workwear) from Siemens to ABB; completed transition in under 8 weeks, improving brand visibility and alignment with ABB's global identity.
- Partnered with clients, senior executives, and the Marketing team to evaluate market indicators and shape the strategic direction of design materials.

Photoshop Specialist (2015 – 2020)

Retouched and edited high-volume product and application photography for ABB's digital library, producing clean, brand-compliant assets through blemish removal and color correction.

- Managed ABB's digital image library; batched and retouched 2,000+ product images monthly.
- Created organized contact sheets with thumbnails, renaming files for consistency, and uploading to the graphics server, which streamlined asset retrieval and ensured brand compliance across all visual content.

Key Accomplishments:

- Developed efficient image workflows using Adobe Bridge and Photoshop to streamline asset management.

TIMES RECORD – Fort Smith, AR

2011 – 2014

Digital Marketing Sales Lead

Developed digital campaigns that increased client web traffic by 40% and improved campaign ROI by 25%, driving measurable engagement for regional advertisers.

Key Accomplishments:

- Led multiple digital projects that resulted in a 35% increase in qualified leads and repeat business from key advertising partners.
- Created social media content that boosted engagement by 60%, grew followers by 45%, and supported successful launches of new regional programs.
- Cultivated and expanded relationships with advertising partners; collaborated to create strategic plans that launched marketing campaigns, resulting in a 50% increase in customer inquiries and expanded brand visibility across the Times Record's regional network.

EDUCATION

Bachelor of Science in Graphic Design - University of Arkansas, Fort Smith

CERTIFICATION

CPD Certified in Training of Trainers – Advanced Training Methods, Alison.com

Current coursework: Learning Experience Design: Orientation to the Profession Certification – Coursera, University of Michigan

MEMBERSHIPS

Communication Chair / Board of Directors member - Encompass Women local chapter (2020 – 2024)