

Madeleine L. Eames Keogh, MBA

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Summary

- I love solving **performance problems**, whether I'm developing **targeted educational content** or leading **organizational change**.
 - I believe data tells a story. I highly value **evidence-based practice** and **measurable results**.
 - As an experienced **Project Manager**, I have successfully managed 100+ individuals through **clear communication** and **empathy**.
 - I'm a **strategic thinker**, continually credited for my **insightful questions** and **creative solutions**.
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Experience

APR 2022 – APR 2025

Senior Learning Lead, Revenue Enablement | YipitData (Remote)

- Everything below, plus:
 - Served as project manager (in addition to instructional designer) for complex learning initiatives, such as our multi-modal, Revenue-wide Negotiation Training Program (increasing scores by 26%)
 - Owned the complete revamp of our Revenue-wide onboarding program (140+ content rebuilds), training 35+ new hires (100% to proficiency)
 - Built a new content management system by consolidating and restructuring 400+ resources
 - Hosted 50+ individual coaching sessions with members of the Corporate Revenue team

Instructional Designer, Revenue Enablement | YipitData (Remote)

- Provided performance development support to our 150+ Revenue team across both verticals (Investor & Corporate) and all roles (Sales, Business Development, Client Strategy, & Operations)
- Led the design, development, and execution of various learning initiatives, such as a five-part New Sales training program (increasing T3M conversion rates by 46%) and a three-part objection handling training (increasing opportunity creation by 69%)
- Built and implemented internal team processes/strategies, such as an Education Strategy which included learning models, a problem identification process, a project management workflow, a work evaluation process, best practices in adult education, SME/manager expectations, tools, and more

MAR 2023 – PRESENT

Career Coach | Self-Employed (www.meameskeogh.com) (Remote)

- Help new grads, young professionals, and career pivoters uncover and achieve their career goals

DEC 2020 – APR 2022

Education, Learning, & Training Specialist | Changeis (Remote)

Consultant for the U.S. Department of Transportation Volpe National Transportation Systems Center

- Supported government clients and SMEs by leading learning strategy for 5-9 projects at a given time
- Planned, developed, and implemented eLearning courses, videos, scripts, storyboards, job aids, communications materials, webinars, nationwide conferences, onboarding programs, Train the Trainers, surveys, focus groups, needs assessments, and evaluations, reaching thousands of learners
- As a member of the Communications team, worked closely with Design, Video Production, and Accessibility team members

MAY 2020 – DEC 2020

eLearning Project Manager | Ease Learning (Remote)

Hired as a permanent employee after four months as a contractor

- Led the planning, execution, and delivery of various educational projects (\$3 million in total value)
- Was responsible for project planning, budget, resource allocation, vendor management, KPI tracking, quality control, client relationship, and post-mortem
- Helped form the PMO, developed Policies & Procedures, created instructional materials, facilitated synchronous training, and promoted organizational change

DEC 2019 – MAY 2020

IT Project Manager | Cresa (Boston, MA)

- Led the development of numerous technical training videos and documents
- Managed internal IT projects, including migrating to Meraki Firewall, Box, and CrowdStrike in 50+ offices and rebuilding the company-wide onboarding/offboarding process
- Reported to the CIO and acted as the general IT point of contact for 90+ Business Managers and 1,100+ employees

SEPT 2018 – AUG 2019

World Traveler | New Zealand

- Spent one year traveling and working in New Zealand on a Working Holiday Visa

FEB 2014 – AUG 2018

Project Manager, Training Development | Northeastern University (Boston, MA)

- Often serving as an Instructional Designer and Subject Matter Expert (SME), led the creation of eLearning courses (increasing test scores by 90%), databases of 51 training videos and 31 resources, an onsite intensive learning program, and a mentorship program
- Performed data collection/analysis for reports and publications
- Served as the technical lead on maintaining the website (WordPress) and online courses (Canvas)

Project Coordinator, Training Development | Northeastern University (Boston, MA)

- Developed, managed, and facilitated 13 educational programs (conferences, workshops, trainings, webinars) with over 1,000 participants, increasing test scores by 44%
- Authored 340-page evaluation report requiring data collection, analysis, and recommendations
- Supervised Program Assistant and student interns

Administrative Assistant, Training Development | Northeastern University (Boston, MA)

- Wrote/edited various articles, surveys, and publications
- Designed marketing materials, including developing a weekly marketing campaign
- Managed four websites, two Facebook accounts, six email accounts, and Constant Contact for six different grants with over 11,000 subscribers

Volunteering

APR 2022 – JAN 2024

Graduate Business Student Mentor | Northeastern University, D'Amore-McKim School of Business (Remote)

- Advised and supported my mentees on their university and career journeys
- Helped my mentees set and achieve professional goals, exposed them to potential career opportunities, offered constructive feedback, and shared my own experiences

SEPT 2020 – NOV 2020

Learning & Development Manager | School Group (Remote)

- Supervised the Learning & Development team and collaborated cross-departmentally on learning initiatives, such as overhauling the onboarding training
- Conducted a company-wide needs assessment via interviews, surveys, and observations to determine learning gaps

SEPT 2019 – FEB 2020

Financial Literacy Coach | Budget Buddies (Haverhill, MA)

- Met with my buddy on a weekly basis to address her money-management goals and challenges
- Participated in weekly financial literacy group training with my buddy, addressing topics such as creating a budget, handling credit, and setting up a bank account

Education

2018

Master of Business Administration (MBA) | Northeastern University (Boston, MA)

Concentrations: Finance & Corporate Renewal

2011

Bachelor of Arts (BA) | American University (Washington, DC)

Major: Psychology

Key Skills

Learning and Development • Instructional Design • Coaching • Project Management • Change Management • Training • Facilitating • Public Speaking • eLearning • Adult Learning Theory • Evaluation • Needs Assessment • Knowledge Management • Writing • Editing • Communications • People Management • Personal Finance • Event Management • Voiceover Acting • American Sign Language

Technical Skills

Microsoft 365 • Word • Excel • PowerPoint • Outlook • Teams • Google Suite • Salesforce • Slack • Articulate Storyline & Rise • Camtasia • iMovie • Learning Management Systems (LMS) • Canvas • Moodle • Blackboard • Lessonly • 360Learning • Smartsheet • Asana • Jira • Atlassian Confluence • Sigma • Qualtrics • SurveyMonkey • Google Forms • WordPress • Squarespace • Wix • GoDaddy • Zoom • Adobe Connect • GoToMeeting • Google Meet • RingCentral • Google Drive • Dropbox • Box

Certifications

- Instructional Design Certificate (Association for Talent Development)
- Adult Learning Certificate (Association for Talent Development)
- Smartsheet Product Certified User (Smartsheet)

Awards

- 2021 Excellence Award, Changeis (Dec 2021)
- 4 Star Awards, Changeis (Feb 2021 – Apr 2022)

Interests

Crocheting • Baking • Hiking • Traveling • Reading • Puzzles • Mentoring • Supporting Community Arts & Theater • Making memories with my family