

Madeleine L. Eames Keogh, MBA

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Instructional Designer | Learning & Development Manager | Performance Coach

Improving Performance Through Data-Driven Strategy and Human Connection

An **award-winning learning and change leader** who brings professional **certifications in Instructional Design and Adult Learning** to every project, ensuring solutions are both evidence-based and effective. With a **background in project management**, has **led countless large-scale learning initiatives** and **successfully managed and coached 100+ individuals** through **clear communication, strategic thinking, and empathy**. Designs targeted educational content that **drives measurable results** and asks the kind of **catalytic questions** that lead to **lasting performance improvement**.

Experience

APR 2022 – APR 2025

Senior Learning Lead, Revenue Enablement | YipitData (Remote)

- Everything below, plus:
 - **Served as project manager** (as well as **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** and **volunteered as a mentor** to multiple colleagues

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/SMEs by **leading learning strategy for 5-9 projects at a given time**
- Planned, developed, and implemented **eLearning courses, videos, scripts, storyboards, job aids, 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 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 **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 **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**
- Uncovered learning gaps via an **org-wide needs assessment** (interviews, surveys, & observations)

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 • ADDIE • SAM • Action Mapping • Kirkpatrick • Gagne's Nine Events • Backward Design • Evaluation • Needs Assessment • Knowledge Management • Writing • Editing • Communications • People Management • Personal Finance • Event Management • Voiceover Acting • American Sign Language

Technical Skills

Microsoft 365 • 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 • Teams • RingCentral • Google Drive • Dropbox • Box • ChatGPT

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)