

Tara Stratton, CPTD

eahnna.com | 913-486-0550

Greater Kansas City Area, USA

Summary of Experience: Tara has spent over 20 years leading change, designing curriculum, facilitating programs, and advocating for audiences in global corporations, nonprofits, and her local community. Her unique background as an entrepreneur, doula, and creative informs the way she balances the needs of organizations and their learners across industries including technology, pharma, nonprofit, media, healthcare, food service, management consulting, publishing, financial services, manufacturing, and hospitality by driving learning excitement using a variety of learning tools and storytelling strategies in blended spaces.

PROFESSIONAL EXPERIENCE

[Socratic Arts](#), Salt Lake City, UT

Learning Design Manager, January 2024 – Present

- Contract position working with a large restaurant client to redesign their employee onboarding program across 13 global markets, reaching almost 13% of the global population.
- Drove project collaboration innovations by utilizing tools such as Miro, Smartsheets, and Microsoft Teams to work in an agile state with the client and vendors.
- Led multiple project teams of Learning Design Directors, Content Developers, client stakeholders, vendor teams, and subject matter experts to create and design modules in three different mediums (virtual games, videos, and online job aids).
- Managed content and production teams in executing course and program design, shepherding the project through client stakeholder reviews, pilots, and implementation.

[eAHnna experience collective](#), Shawnee, KS

Immersive Learning Designer, August 2023 – Present

- Development and design of experiential learning programs for creators, authors, and entertainers, utilizing best practices in marketing strategy, instructional and user experience design, as well as technical adoption.
- Conducting organizational and technical needs analysis to increase operational efficiencies beyond training.
- Facilitating unique live experiences for organizational team-building activities and professional development workshops.
- *The most recent Articulate Rise course developed for a perinatal education company exceeded primary sales goals by over 200% in the first 2 weeks of online public sales.*

[NovoEd](#), San Francisco, CA

Senior Learning Experience Designer, January 2022 – July 2023

- Increased revenue by \$1.5M through strategic consulting services in partnership with the Sales organization.
- Designed and facilitated impactful social learning experiences on the NovoEd learning platform for enterprise, nonprofit, and educational organizations, managing complex projects and teams, while ensuring customer satisfaction and success. *Customers included: Marriott International, W.K. Kellogg Foundation, BCG, PrimeLending, Volvo, and 3M.*
- Analyzed data to evaluate and improve learning outcomes and user experience, advised on optimal learning program design and pedagogy, onboarded contract consultants, and mentored customer L&D teams through course development.
- Contributed to learning experience thought leadership development in webinars and cross-consulted with the product team to influence the speed of the product roadmap through client feedback and user experience testing.
- Led talent development initiatives with a cross-functional team of leaders across the organization for internal leadership development programs.

Littler Mendelson PC, Kansas City, MO

Training Client Relationship Manager, June 2021 – December 2021

Training Specialist, August 2019 – June 2021

- Managed global employment law training projects for clients using various formats and modalities, from proposal to delivery.
- Led change management and workflow improvement within the department, increasing efficiency and client satisfaction. Created and managed tools and contracts for document management, content creation, and risk mitigation.
- Curated law library for content and products to identify and pursue new training opportunities and engagements for clients.
- Developed content for client compliance training, conference presentations, and talent development programs, using current employment law and instructional design concepts.
- Collaborated with IT and knowledge management teams to create and troubleshoot virtual classrooms and template documents, streamlining the content development process and enhancing client satisfaction.
- Produced and directed training videos and eLearnings in Articulate Storyline, utilizing outside professional talent and content development teams.

Intouch Group, Overland Park, KS

Learning and Development Manager, June 2018 – August 2019

Learning and Development Coordinator, September 2016 – May 2018

Office Coordinator, April 2015 – August 2016

- Evaluation of learning platforms and communication technologies as business needs grew from 500 employees in 3 US offices to 1,500 employees and 500 contractors across 7 global locations. Introduced vILT and eLearning through Articulate Storyline and Rise to the organization as tools for growth.
- Applied adult learning theory and human performance technology to create game-based, blended, and personalized learning journeys for various learning environments and audiences; from intern onboarding programs to executive level leadership cohorts.
- Partnered with Human Resources, Governance, IT, Business Transformation, and PMO units to automate the LMS and HRIS for onboarding and compliance training, matched with key performance indicators to measure the effectiveness and application of training towards the business goals. This included improving enterprise architecture in order to scale for increasing client conflict complexities.
- Co-facilitated and produced live and virtual classrooms using various platforms, tools, and content; such as DiSC, Crucial Conversations, and Gallup Strengths.
- Consulted with clients on training audit results, ensuring compliance and satisfaction in the highly regulated pharmaceutical space.
- Scheduled and produced live training engagement logistics, coordinating with stakeholders and vendors.
- Defined and implemented processes and procedures for recruiting, onboarding, and event management, enhancing employee experience and satisfaction.
- Built a cost reduction and efficiency improvement system in SharePoint for supply and vendor management, negotiating contracts, and achieving savings goals.

Doula | Childbirth Educator, Kansas City, MO

Self-Employed, December 2008 – December 2015

- Facilitated learning experiences for over 200 families utilizing mindfulness and art therapy-based childbirth and parenting education research, honoring their choices and experiences.
- Supported and advocated for over 100 families in hospitals, birth centers, and homes as a trauma-informed birth and postpartum doula, providing holistic and culturally responsive care during pregnancy, labor, birth, and the postpartum year.

- Collaborated with care providers, staff, and extended family to uphold the rights and dignity of the birthing person, trying to ensure their safety and comfort.

VOLUNTEER EXPERIENCE

[Association of Talent Development - Kansas City Chapter](#)

Director of Social Media & Brand Strategy, January 2024 – April 2025

- Creative direction of the 2025 website overhaul through phased project development from gathering feedback to implementing the mobile-responsive site for members and the public. Strategic communication, content calendar, and social media campaign creation to support the chapter in all Marketing and Programs initiatives.
- Provided graphic design, digital media development, and copy writing services for online channels.
- Ensured the chapter implemented new branding guidelines established by ATD National in 2024.
- Monitored engagement for online channels to determine strategy and improvements in order to exceed all goals for 2024.

CERTIFICATIONS, EDUCATION, AND ENGAGEMENTS

From Doula to LXD: How Advocacy Transforms Virtual Learning - Speaker at TechLearn, NOLA (2023)

Certified Professional in Talent Development (CPTD) - Association for Talent Development (2023)

xAPI Camp - Learning Guild's DevLearn Conference (2018)

Articulate Storyline Certificate - Association for Talent Development (2018)

E-Learning Instructional Design Certificate - Association for Talent Development (2017)

Bachelor of Liberal Arts, University of Missouri-Kansas City (2001)