

NIKKI M. FOLLIS

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Senior Instructional Designer | Learning Experience & L&D Leader | LMS Administrator

■ PROFILE

Passionate about education and the impact that learning has on an individual. A diverse career that balances facilitation, instructional design, and leadership to ensure that learning styles are understood and needs are met. Dynamic learning leader skilled in designing and implementing learner-centered, scalable, and accessible solutions that align instructional excellence with business goals and emerging technologies. Experienced in building programs from the ground up and converting traditional training into high-impact online experiences. Adept at simplifying complex concepts into engaging, inclusive, and accessible learning solutions using innovative design practices and cutting-edge technologies. Collaborative leader focused on streamlining processes, leveraging data insights, and delivering human-centered learning strategies that drive measurable results.

■ COURSE DEVELOPMENT

PLATFORM EXPERIENCE:

Blackboard, Brightspace, Canvas, Desire2Learn (D2L), LearnDash, Moodle, and Teachable.

LEVEL LEARNING, LLC, Troy, MI (2002 - Present)

Collaborate with faculty and subject matter experts to devise course curricula, programs, lectures, and assignments. Develop and set up classrooms in an online environment. Experienced in moving ground classrooms into successful online learning environments.

IDESIGN (2019 – Present)

Instructional Design and project management. Management, Criminal Justice, Information Technology, and Healthcare courses. Graduate and undergraduate.

INDIANA WESLEYAN UNIVERSITY (2017 – 2025)

Course Development – Subject Matter Expert for the Economics Department. Developed economics courses for the undergraduate and graduate degree programs.

BEYOND CAMPUS INNOVATIONS (2017 – 2024)

Instructional Design and Course Development. Management, Accounting, Healthcare, and Criminal Justice courses. Graduate and undergraduate.

COLORADO TECHNICAL UNIVERSITY (2018 – 2020)

Course Development – Subject Matter Expert for the Management and Business curriculum.

GRANTHAM UNIVERSITY (2012-2019)

Course Development – Subject Matter Expert. Developed orientation and organizational leadership courses for the doctoral studies program. Developed management, learning and performance, corporate social responsibility, and strategic management courses for the graduate program. Developed quality management, intellectual property, international business, and business management courses for the undergraduate program.

COMPUTER ASSISTED RESOURCES TRAINING (2009 - 2018)

Directed a virtual team in the creation of a successful asynchronous online program for the technology department. Developed Microsoft Office 2003, 2007, and 2010 courses for campus and online courses. Adult education.

FRESNO PACIFIC UNIVERSITY (2017-2018)

Course Development – Subject Matter Expert. Developed the Marketing and Communications course for the graduate Leadership program.

■ ACADEMIC EXPERIENCE

TEACHING EXPERIENCE:

Instruct undergraduate and graduate-level courses in a remote learning environment. Initiate class assignments, administer grades, and monitor student participation. Create course curricula, programs, lectures, and assignments. Design and establish classrooms and conduct asynchronous discussion forum communication.

- ▶ **BAKER COLLEGE**, Auburn Hills, MI (2009 – 2015)
- ▶ **CHADRON STATE COLLEGE**, Remote (2008 – 2020)
- ▶ **COMPUTER ASSISTED RESOURCES TRAINING**, Troy, MI (2009 - 2017)
- ▶ **COLORADO TECHNICAL UNIVERSITY**, Remote (2018 - 2024)
- ▶ **ECPI UNIVERSITY**, Remote (2010 - 2016)
- ▶ **EXCELSIOR UNIVERSITY**, Remote (2010 - Present)
- ▶ **FRESNO PACIFIC UNIVERSITY**, Remote (2017 – 2019)
- ▶ **INDIANA WESLEYAN UNIVERSITY**, Remote (2018 – Present)
- ▶ **OAKLAND COMMUNITY COLLEGE**, Auburn Hills, MI (2008 - 2017)
- ▶ **SAINT LEO UNIVERSITY**, Remote (2010 – 2025)
- ▶ **UNIVERSITY OF ARKANSAS - GRANTHAM**, Remote (2009 - Present)

■ ACADEMIC SUBJECT MATTER EXPERTISE

Analytics

Business Analytics, Data Analytics, Evaluating Results, and Integration of Data Analytics

Teach students to interpret, evaluate, and apply data to make informed business decisions. Emphasize the integration of data analytics across organizational functions, using real-world case studies and tools to strengthen students' ability to analyze trends, interpret results, and communicate insights effectively.

E-Business

E-Business Principles and Practices, E-Strategy Formulation and Implementation, E-Business Operations, and E-Business Management

Explore the principles and strategies of conducting business in digital environments. Focus on e-business operations, online customer engagement, and strategic implementation of technology to create value, improve efficiency, and sustain competitive advantage in a global marketplace.

Entrepreneurship

Entrepreneurial Issues, Entrepreneurship and Innovation, and Entrepreneurship Strategies

Guide students through the process of developing innovative business ideas, building business models, and leading ventures from concept to execution. Courses emphasize creativity, opportunity recognition, risk management, and strategic planning in entrepreneurial contexts.

Finance and Economics

Financial Analysis for Managers, Financial Management, Corporate Finance, Advanced Corporate Finance, Global Finance, Managerial Finance, Macroeconomics, Microeconomics, Economic Theory, Portfolio Management, Investments, and Survey of Economics

Develop student understanding of financial and economic principles that drive business decisions. Cover corporate finance, global markets, investment strategies, and economic theory, preparing learners to analyze financial performance, assess risk, and interpret global economic conditions.

Human and Performance Management

Learning Theories and Technology, Introduction to Organizational and Human Performance, Learning and Performance, Strategic Management, Capstone in Performance Management, Quality Management in Operations Management, Performance Consulting and Personal Communication, Developing Human Resources, and Business Policy and Strategy

Focus on improving individual and organizational performance through evidence-based strategies and human-centered design. Topics include learning theory, performance consulting, quality management, and strategic human resource development to enhance efficiency, motivation, and organizational outcomes.

International Business

International Business, International Business, International Sales and Marketing, International Marketing, Global Business Environment, Global Business Management, Strategic Leadership in a Global Economy, Global Strategies, and Global Strategy & Implementation

Examine global business operations, cross-cultural leadership, and international strategy. Emphasize the complexities of managing multinational organizations, navigating international markets, and implementing global strategies that align with cultural, political, and economic factors.

Management

Human Relations and Organizational Behavior, Strategic Management, Leadership and Ethics, Organizational Change, Management Theory, Practice and Application, Critical Thinking and Decision Making, Global Management Strategies, Managing the Business, Operational Management, Enterprise Management, Transformational Leadership, Organizational Culture and Communication, Strategic Team Building and Group Processes, Business and Society, Management Policy and Strategy, Business Ethics, Organizational Leadership, Integrative Experience in HR Management, and Organizational Systems and Cultures

Provide a comprehensive understanding of management theory and practice, with emphasis on leadership, organizational behavior, and strategic decision-making. Guide students in developing critical thinking, communication, and ethical leadership skills essential for managing teams and driving organizational success.

Marketing

Managing the Marketing Function, International Marketing, Marketing Management, Marketing Strategies, Advertising and Sales Promotion, Distribution Management, Public Relations Management, Marketing Research, Advertising and Sales Promotion, Integrated Marketing Communications, Distribution Management, and Promotion Management

Teach the principles of marketing management and strategy, emphasizing consumer behavior, market analysis, and promotional planning. Students learn to design and implement integrated marketing campaigns, apply data-driven decision-making, and adapt strategies for domestic and international markets.

■ ARTIFICIAL INTELLIGENCE IN COURSE DESIGN AND STUDENT LEARNING

Actively integrate AI tools into curriculum design and learning environments to enhance accessibility, engagement, and critical thinking. In course development, AI is used to streamline content creation, personalize learning pathways, and generate formative feedback aligned with learning outcomes.

Equally important, AI is introduced as a learning partner for students. This helps them brainstorm ideas, organize research, and receive writing support while maintaining academic integrity and independent thought. Through faculty collaboration and ethical implementation frameworks, AI is positioned as a tool that empowers learners to develop digital literacy, analytical reasoning, and responsible problem-solving skills rather than as a substitute for original academic work. (2022 – Present)

■ ACCREDITATION EXPERIENCE

Assisted in the accreditation process in updating the Microeconomics and Macroeconomics courses for Allied American University. This task consisted of reviewing the current course, suggesting changes, creating assignments, and obtaining lecture material. (2012-2013)

■ PUBLISHER REVIEW EXPERIENCE

Online Learning Consortium – Annual Blended Reviewer in preparation for their annual conference. Evaluated manuscripts for presentations being conducted at the conference to ensure the materials were on point and suitable for the conference.

Assisted in the editing and reviewing of the course textbook and supplemental materials for use within the classroom. The revisions and edits were performed via quantitative and qualitative surveys through the publisher.

Participated in the development of artificial intelligence software through the publisher.

N. Gregory Mankiw – The Write Experience (2011)

N. Gregory Mankiw – Principles of Economics (2011)

N. Gregory Mankiw – Essential of Economics (2011)

N. Gregory Mankiw – Principles of Microeconomics (2011)

N. Gregory Mankiw – Principles of Macroeconomics (2011)

N. Gregory Mankiw – Brief Essentials of Macroeconomics (2011)

■ ADDITIONAL EXPERIENCE

LEVEL LEARNING LLC, Troy, MI (2002 - Present)

Instructional Design Consultant (2002 - Present)

Collaborate with faculty and supporting departments in developing courses from the ground up. Focused on encouraging the subject matter expert to bring the course to current standards by offering creative options for engaging students. Assist with migration from dated platforms and guide faculty through best practices.

Human Resource Manager/Marketing Specialist (2002 – 2008)

Sourced, qualified, selected, and hired employees. Planned quarterly advertisement budgets. Created and implemented company policies and procedures. Trained and supervised new contractors and ensured compliance with company policies and procedures.

Home Health Care (2004 – 2020)

Organized home health aides to ensure proper home health care is provided. Represented the family in Medicaid and Medicare cases to confirm that proper coverage is in place. Established a special needs trust to guarantee that money is properly managed.

THE GROW NETWORK, Remote (2017 – 2026)

Director of Educational Programs & Community Experience

Award-winning Customer Service Director. Champion customer service in excess of 200k customers. Synergize customer service and fulfillment processes with current tools to maximize customer retention and encourage preparation for real-world situations involving sustainable living. Regularly evaluate customer service and package fulfillment styles and techniques to ensure optimal success by customizing approaches whenever possible. Facilitated strategic conversations to connect the business objectives of the organization with the project goals to develop future workplace strategies.

■ EDUCATION

NORTHCENTRAL UNIVERSITY

Doctor of Business Administration: Organizational Leadership (2014)

Thesis: Comparing Job Stress and Employee Morale in a Virtual and Physical Workplace Among Men and Women
GPA 3.97

BAKER COLLEGE CENTER FOR GRADUATE STUDIES

Master of Business Administration: E-Commerce (2005)

Thesis: The Mother's Choice: Motherhood vs. Career
GPA 3.41

SAINT LEO UNIVERSITY

Bachelor of Science: Computing Information Systems (2001)

ECPI UNIVERSITY (EXPERTRATING)

Six Sigma Green Belt (2013)

■ SEMINARS/WEBINARS/WORKSHOPS

- ▶ Prompt Engineering for Educators, Vanderbilt University (1/2026)
- ▶ Generational Differences: From the Classroom to the Workplace, Excelsior University (2/2025)
- ▶ Unlocking the Power of AI in the Classroom, National University (6/2025)
- ▶ Inclusive Hospitality, Indiana Wesleyan University (10/2024)
- ▶ Theology to the Rescue? Digging Deep in a Changing Educational Environment, Indiana Wesleyan University (8/2024)
- ▶ Compliant Curation: Copyright Essentials for Educators, Indiana Wesleyan University (5/2024)
- ▶ Faculty Forum: Generative AI, Indiana Wesleyan University (9/2023)
- ▶ Facilitating Synchronous Dialogue in Asynchronous Courses, Indiana Wesleyan University (7/2023)
- ▶ The Power of Persona: Crafting Authentic Communications for Impactful Student Connections, Indiana Wesleyan University (5/2023)
- ▶ Diversity and Inclusion, Excelsior College (06/2022)
- ▶ FERPA Training, Perdoceo (05/2022)
- ▶ Brain Food Buffet: Implementing Innovation into the Classroom, Indiana Wesleyan University (05/2022)
- ▶ Interviewing for Inclusion, Excelsior College (05/2021)
- ▶ Active Learning Strategies, Indiana Wesleyan University (05/2021)
- ▶ A Possible Future of Virtual Learning and Teaching, Indiana Wesleyan University (05/2021)
- ▶ Publishing and Scholarly Activity, Indiana Wesleyan University (04/2021)
- ▶ Talent Management: Key Strategies to Attract, Develop, and Retain, LinkedIn (04/2021)
- ▶ Salesforce Faculty Community, Grantham University (05/2020)
- ▶ Remembering Our Mission to Teach, Grantham University (09/2020)

■ PUBLISHED WORK CONTRIBUTIONS

- ▶ Understanding and Developing a Data-Informed Culture, EDUCAUSE (02/2022)

■ PROFESSIONAL AFFILIATIONS

- ▶ EDUCAUSE
- ▶ The American Association of University Women (AAUW)
- ▶ The American Economic Association
- ▶ The Online Learning Consortium

- ▶ The Society for Human Resource Management

■ **COMMUNITY SERVICE**

- ▶ Director, No Dogs Left Behind Rescue, Social Media and Community Outreach (2023 – Present)
- ▶ Director, The For a Day Foundation Day Charity Fashion Show (2006 - 2020)
- ▶ Director, Detroit Children's Hospital For a Day Foundation Program (2004 - 2011)