

MICHELLE LASURE

Digital Publishing Manager
Certified ScrumMaster
Google Certified Educator



BIOGRAPHY

Learning and Development digital publishing manager with vast experience in UI/UX, project and program management, multimedia and instructional design, strategic planning, vendor and software management, training and pedagogy, digital/print design, and reporting analytics.

Successfully developed innovative digital learning products for the K-12 market, generating millions in revenue through training events and subscription sales. Highly effective in managing teams and partnering with upper management to support employees toward achieving organizational and personal goals. Over 20 years of experience in managing LMS platforms and various learning and development projects across job roles.

CONTACT



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WORK EXPERIENCE



● SAVVAS LEARNING COMPANY

General Manager of Digital Publishing

2018-Present

Direct teams of Multi-Media Designers and Web Developers, who conceptualize and create content for all digital training and PD courses on [My Savvas Training](#) training site, supporting 500k+ users. Purchase, implement, and direct all aspects of My Savvas Training and [Moodle Workplace](#) LMS company-wide. Work across teams to PM company's digital learning portfolio. Design UI/UX for training sites, and direct development for learning modules for internal and external training. Manage vendors and development software for Services L&D. Strategic planning for site growth, subscriptions, and training offerings with VPs and Directors. Provide site support for customers, through their training implementation with analytics and reports for Data-Driven Decision-making.

Train employees across teams on development best practices and UI/UX design. Manage the planning and execution of learning content to ensure the end product meets Savvas branding and quality measurements. Work closely with curriculum development teams across disciplines, marketing teams, product management, and contractors to help effectively support the publishing function for training products. Report site analytics to company, using Google Analytics and Data Studio. Conduct employee reviews and create team goals for media and web developers, and support professional development to inform and grow the team and our deliverables.

● PEARSON NA, LEARNING SERVICES

Supervisor of Multimedia Development, Platforms

2015 – 2018

Responsible for the program and project management for Platforms and K-12 multimedia development for customer-facing digital training delivery. Design and development of interactive distance learning products for web, tablet, and mobile. Responsibilities include creating interactive modules, videos, presentations, and training curriculum learning products. Manage training projects for the Career and Technical Education team (HS and comm. college), as well as content development for facilitator delivery. Establish short and long-term work plans and optimize resources, ensuring work area objectives are consistently met. Select methods, tools and techniques, and evaluation criteria for obtaining efficacy results. Work with platform product teams to create materials for new platform features/releases requirements, UX/design layouts, and research information for optimum product development and training delivery. Design and deliver skills-based professional development to team members on multimedia development and editing, digital development tools, project website development and management, document management, template design, and Google integration. Developed highly interactive multimedia courses for training on Realize, SuccessNet, and EasyBridge platforms. Developed and delivered asynchronous Salesforce training to entire Learning Services division.

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WORK EXPERIENCE



● PEARSON NA, SCHOOL SERVICES

Supervisor of Multimedia Development, PowerSchool 2010 – 2015

Responsible for the program, project, and HR management for 10 developers comprising the multimedia development team. Design and development of interactive distance learning products for PowerSchool, Schoolnet, and Inform Customer Education. Establish short and long-term work plans and optimize resources, ensuring work area objectives are consistently met. Select methods, techniques, and evaluation criteria for obtaining efficacy results. Interpret requirements, design layouts, and research information, as well as decide which multimedia tools to utilize for optimum product development. Develop/design plans, schedules, video, and electronic media projects related to marketing collateral. Responsible for applying established corporate branding specifications to ensure work meets corporate guidelines. Design and deliver skills-based professional development to team members. Responsible for the creation of the mLearning Guides product line, generating multi-million dollar revenues. Supervise the design, implementation, and testing of learning modules. Develop courseware and programs for new products while identifying, sharing and recommending best practice solutions through coordinated efforts with cross-functional teams. Have hire, fire, performance appraisal, and budget responsibilities. Delivered live product training for multiple yearly PowerSchool customer conferences (PowerSchool University), with 50-100 participants per session.

● PEARSON NA, CUSTOMER EDUCATION

Senior Content Development Team Lead, PowerSchool 2006 – 2010

Lead/delegate responsibilities to a team that creates the development of internal media platforms for internal and external products. Establish short and long-term work plans and optimize resources to ensure that work area objectives are consistently met. Select methods, techniques, and evaluation criteria for obtaining efficacy results. Interpret requirements, design layouts, and research information, as well as decide which multimedia tools to utilize for product development. Develop/design plans, schedules, video, and electronic media projects related to marketing collateral. Responsible for applying established corporate branding specifications to ensure work meets corporate guidelines. Develop classroom courses, educational tutorials, quizzes, learning games, and interactive tools for various educational digital deliverables formats including print, video, and interactive online modules with an understanding of scope and sequence, course hierarchies, usability testing, instructional design principles, SCORM and courseware archiving. Work with SMEs, project managers, and product engineers to create and design courses within specified schedules. Apply instructional design standards in creative and innovative ways to create educational solutions. Create and maintain accurate technical documentation.

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WORK EXPERIENCE



● APPLE COMPUTER, INC.

PowerSchool Curriculum/Multimedia Developer and Training Specialist *2005 – 2006*

Design and produce online courses and supplemental materials, and actively participate in the development and training of faculty, staff, and students. Develop of course materials that are functional, intuitive, informative, and consistent with sound instructional design principles. Develop and provide recommendations for interface design, sequencing of instruction, use of assessments, and design of course materials and activities. Determine instructional effectiveness of course materials that are developed. Contribute to the development and implementation of sound workplace practices to automate services and facilitate communications among workers and with clients. Continually explore new technologies for potential application to instructional problems. Provide direct supervision to curriculum development team. Ensure the instructional integrity of course development projects through systematic design and clear writing of scripts, narratives, and storyboards. Assist in assessing the instructional effectiveness of course materials that are produced. Provide methods for learning needs analysis to ensure appropriateness of online instructional materials. Provide consultation to staff in the application of instructional design and the use of instructional technology tools in the delivery of instruction. Conducted in-district Initial Product Training for PowerSchool customers nationally, with an average of 30 participants at each session, per day.

● NORTH COLLINS CENTRAL SCHOOLS

District Technology Coordinator *2001 – 2005*

Design, coordinate, and maintain voice/video/data network infrastructure. Coordinate Staff Development activities including LAN access & services, Technology Integration, student/staff resources. Install & maintain systems security and support administrative software applications. Coordinate vendors and purchases, develop and maintain district inventory, coordinate appropriate network related training (email/Internet/general usage & troubleshooting), and Software License Management. Act as a representative in complex district activities as needed including Comprehensive District Education Planning (CDEP), Professional Development Planning, Curriculum Development, and Mentoring. Maintain and develop an adequate budget working with school Business Administrator and Superintendent. Awarded \$10,000 Grant from Computers for Children and assisted in writing Title IID Grant, as well as coordinating and filing annual E-Rate Federal applications. Responsible for developing and publishing a school-wide Acceptable Use Policy (AUP) policy for students and staff, District Annual Professional Performance Review (APPR), Mentoring Plan, and District Technology Plan. Member of Erie1 BOCES and Erie2CC BOCES Technology Consortiums, the Erie2CC BOCES Interview Team, North Collins Professional Development Committee, Curriculum Development Committee, Mentoring Team, Administrative Cabinet, and serve on NYState mandated CDEP Committee. Responsible for design, content, and maintenance of North Collins School District website. In addition, taught evening Community Education classes to North Collins residents. Co-Advisor: North Collins Yearbook, Character Education Club.

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EDUCATION



- SOUTHERN NEW HAMPSHIRE UNIV. Business Management – Leadership, MSM Candidate (2023)
- MASS. INSTITUTE OF TECHNOLOGY Sloan School of Management – Managing Technical and Professional Organizations (2013)
- HOUGHTON COLLEGE Bachelor of Science – Business Management, Computer Science (Minor in Education) (2006)
- HARVARD BUSINESS SCHOOL Tools for Effective Management Certificate (2006)

SKILLS AND CERTIFICATIONS



- Certified ScrumMaster – Scrum Alliance/Attain Agility 2021
 - Capella University – Instructional Design for Online Learning Certificate 2013
 - Google Certified Educator Certificate – Google, Inc. 2015, 2018, 2021 (pend.)
 - Flash and Typography Design Certificates – Sessions School of Design 2011
- Adobe Creative Suite
 - Adobe Captivate, eLearning Suite
 - Articulate 360 eLearning Development Suite
 - Camtasia/Snagit
 - HTML5, CSS, Bootstrap framework, and Javascript
 - Apple iBooks Author
 - Google Suite (Business and Education)
 - Audio recording/voiceover work
 - SmartSheets, Sharepoint, Trello, Basecamp PM software
 - Salesforce, Median, Dayforce CRM/HR systems
 - Microsoft Office Suite
 - LMS and CMS Systems (Moodle, Brightspace, Canvas, Alfresco, Custom)
 - Process Improvement and Workflow – OmniGraffle, Lucidchart
 - Customer Success Strategies – Gainsight, Get Feedback
 - Google Analytics and Data Studio
 - Agile Methodologies
 - Wireframe Pro UI/UX Design
 - ADDIE Model
 - Bloom's Taxonomy
 - SCORM and 508 Compliance
 - Member USDLA, eLearning Guild, Contributing VIP at FairyGodboss.com

HONORS/AWARDS/ENGAGEMENTS



- Presenter: Cape Cod Community College – Women in Tech Conference 2015
- Presenter: Pearson Global Technology Summit 2013
- Presenter/Trainer: PowerSchool University 2005-2015
- Presenter: T+L Conference (National School Boards Association) 2007
- Presenter: Western New York Technology Consortium 2001-2004
- Founder and Administrator of Upstate NY PowerSchool Users Group
- Three Star Member Phi Theta Kappa International Honor Society
- Outstanding Site Editor Award, Family Education Network
- Service Above Self award, Rotary International
- Provide free design services to non-profits: SOFIA, Schoolhouse8
- Volunteer for Steel Winds Project in Lackawanna, NY
- Pearson WILL.MA; Women in Learning and Leadership contributing member
- VIPS – Volunteers in Public Schools Volunteer and Leader

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