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DEANNA FURLONG

SENIOR INSTRUCTIONAL DESIGNER | ELEARNING DEVELOPER

[LINKEDIN](#)

[WEBSITE](#)

+1.415.515.2604

OBJECTIVE

Relocating to the EU January 2022.

Actively looking to use my extensive skills and experience in the field of instructional design & eLearning to make an impact in a consultancy, corporation, or NGO.

Note: I am an EU citizen by marriage and will not require a work visa. English is my primary language; however, I have basic (non-business level) French and Spanish, and I am currently in language courses to level up my skills.

SKILLS

Passionate learning experience developer

Performing the instructional design, development, delivery, and project management of eLearning, instruction-led, virtual classroom, and blended learning solutions.

EXPERIENCE

OWNER/PRINCIPLE • DEANNA FURLONG CONSULTING • SEPTEMBER 2020 – PRESENT

- Specializing in instructional design, learning experience design, eLearning development, and learning strategy solutions
- Applying my passion for designing meaningful, results-driven learning experiences for a broad range of clients (references available upon request)

SR. INSTRUCTIONAL DESIGNER/CUSTOMER EDUCATION • GODADDY OCTOBER 2014 – AUGUST 2020

- Designed and developed curriculum and content for GoDaddy's How-To customer education platform; live video-based education to support the small business owners' journey from ideation to online presence
- Designed, developed, produced, and hosted GoDaddy's Small Business Webinar Series; included panel guest participation, audience interactivity, real-time Q&A and in-product demos
- Developed content strategy for GoDaddy's first help video library on YouTube; designed, developed, and storyboarded content for both conceptual and product-related videos

SR. PRODUCT MANAGER – TRAINING & CERTIFICATION • FORRESTER JANUARY 2014 – SEPTEMBER 2014

- Developed content strategy and guided product evolution of Forrester's Training and Certification program - a consultative educational solution for clients that offered a custom, blended curricula, with content provided by Forrester's analyst community
- Established metrics and reporting, developed a product roadmap, and drove business development efforts
- Performed instructional design, development, and product management of all courses.
- Consulted with new clients to determine their employees' professional development needs and created a unique, branded solutions that were paired with on-site Forrester analyst workshops
- Nurtured existing client relationships to ensure optimal customer experience and renewals

Communicator & collaborator

partnering with clients and SMEs on a wide variety of content, quickly synthesizing their information and transforming it into a solution that meets defined objectives and delivers measurable results

Trans-disciplinarian

incorporating CX and UX principles in all my learning experiences; adept at re-purposing learning as content marketing and customer engagement tools

Digital Expertise

delivering and creating content for a broad range of delivery media; including video, webinars, live streaming, social media, blogs, and podcasts

Software/Hardware Toolset

Adobe Acrobat Suite
Adobe Creative Suite
Articulate Storyline
Articulate Rise
Audacity Audio
Camtasia Studio
Cornerstone LMS
Dreamweaver
Google Analytics

SR. CURRICULUM DEVELOPER – LEARNING & DEVELOPMENT • FORRESTER • JUNE 2012 – JANUARY 2014

- Performed instructional design, development and project management of eLearning, instructor-led training, and blended learning solutions as part of Forrester's Learning and Development organization
- Developed content that spanned the complete employee life cycle, from onboarding to leadership development
- Designed and developed a change management plan for the company-wide implementation of Salesforce
- Designed, developed, and delivered five business-unit-specific, blended learning solutions to support Forrester's Salesforce implementation
- Developed a results-driven curriculum for Forrester's Global Sales Organization Designed taxonomy and managed implementation of their Cornerstone LMS

SR. CUSTOM EDUCATION CONSULTANT • ORACLE/ENDECA • MARCH 2008 – MAY 2012

- Performed instructional design, development and project management of eLearning, instructor-led training, blended learning solutions, and custom user adoption programs for Oracle Endeca customers including Whirlpool, Chrysler, Practising Law Institute (PLI), Toyota, Nissan NA, and American Express
- Prepared a change management plan, a blended training solution, and EPS tools for onboarding each company's employee population to their new Endeca solution Served as LMS administrator for organization's eLearning and instructor-led offerings (View Central LMS)
- Served as LMS administrator for organization's eLearning and instructor-led offerings (View Central LMS)

SR. LEARNING & DEVELOPMENT SPECIALIST • TEXTRON SYSTEMS FEBRUARY 2007 – FEBRUARY 2008

- Performed instructional design, development, and project management of eLearning courses for both employees and external clients including Textron Defense Systems and the United Arab Emirates Air Force
- Served as LMS administrator for organization's internal e-learning courses (SumTotal LMS)

PRINCIPLE INSTRUCTIONAL DESIGNER • SYS TECHNOLOGIES • FEBRUARY 2006 – JANUARY 2007

- Performed instructional design, development, and project management of simulation- based eLearning courses for external clients including the U.S. Navy, NTSB, and Homecomings Financial

Software/Hardware Toolset, Cont.

Google Enterprise Suite
JIRA
Microsoft Office Suite
Salesforce
Slack
SnagIt
Sum Total LMS
Vyond
VMWare
Virtualization
WebEx (webinars)
Wordpress
YouTube Analytics
YouTube Creator Studio
Zoom (webinars/ analytics)

SR. INSTRUCTIONAL DESIGNER/PROJECT LEAD • BLUE YONDER (FORMERLY JDA SOFTWARE) • MAY 2003 – JANUARY 2006

- Performed instructional design, development and project management of simulation-based eLearning courses, instructor-led and blended learning solutions for both internal employees and external clients including Meijer Foods and Casino Hypermarkets (France).
- Served as LMS administrator for organization's internal e-learning courses (Websoft LMS)

SR. INSTRUCTIONAL DESIGNER/PROJECT LEAD • DRAKE CERTIVO MARCH 2002 – MAY 2003

- Performed instructional design, development, and project management of eLearning courses for external clients including EDS, GS1 (Global Language of Business), and the Department of Homeland Security

SR. INSTRUCTIONAL DESIGNER/PROJECT LEAD • CORPEDIA EDUCATION • FEBRUARY 2001 – JANUARY 2002

- Performed instructional design, development and project management of eLearning courses company's compliance training library product and external clients including the Drucker Institute and the Project Management Institute (PMI®) (PMBOK®)

SR. INSTRUCTIONAL DESIGNER/PROJECT LEAD • CLICK2LEARN AUGUST 1998 – FEBRUARY 2001

- Performed instructional design, development, and project management of simulation-based eLearning courses for external clients including KPMG, Fidelity, NETg, Novell, Oracle, Cisco, and Netscape

EDUCATION

MASTERS, INSTRUCTIONAL TECHNOLOGIES • MAY 1998 •
ARIZONA STATE UNIVERSITY

BACHELORS LIBERAL ARTS, ENGLISH LITERATURE • MAY 1994 •
ARIZONA STATE UNIVERSITY