

Bilingual, creative people builder and trainer with a proven record of designing and delivering engaging training programs and curriculum to help teams improve their organizational performance. Developer of top-tier teams that own complex and essential processes for talent, organizational design and succession planning. Known for explaining complex concepts with clarity and precision while encouraging and enabling colleagues to reach their full potential and deliver results. Influence change at all levels of the corporate environment. Design and implement solid talent acquisition & development programs while building collaborative relationships with leadership and key stakeholders.

♦ **TECHNOLOGY PROFICIENCIES:** Microsoft Office Suite, Articulate 360, Rise, Vyond Animation, Venngage/Canva, SharePoint, UltiPro, Camtasia, Photoshop, Adobe Connect, Zoom, WebEx

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**STRENGTHS**

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Strategic Development ♦ Process Management ♦ Conflict Resolution  
Critical Thinking ♦ Collaboration ♦ Exceptional Problem Solving  
Leadership Development Programs ♦ Managing Ambiguity ♦ Resilience  
Building Effective Teams ♦ HR Data, Research and Analytics ♦ Expert Adult Learning Theory and Principles

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**PROFESSIONAL EXPERIENCE**

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**SR. INSTRUCTIONAL DESIGNER & TRAINING MANAGER** | Smile Direct Club, Nashville, TN | 2018 to Present  
Responsible for building and delivering international and enterprise L&OD strategy and Talent Management programs, policies and processes tools to sustain required organizational, professional, and leadership capability for rapidly growing start-up. Collaborating with the Leadership and Operations Leadership in learning program development, design and deployment.

- Design employee onboarding and 90-day learning and development plans using the ADDIE Model, SAM, Design Thinking and Bloom's Taxonomy. Use Vyond and Storyline 360 to create learning modules. Test modules prior to corporate launch.
- Develop customer service curriculum by conducting needs assessment and analysis, stating intended outcomes, selecting content, designing experiential methods, producing curriculum product, testing, and revising curriculum.
- Create and manage Grinniverse SharePoint site for learning resources.
- Concept, create and produce videos for launch of social recognition platform.
- Employ adult learning principles in all training programs with specific focus on learning by doing, interactivity, application, learner readiness, and real-life scenarios.
- Evaluate all training using Kirkpatrick's Models of Evaluation focusing on Level 3 Behavior Change. Create supplementary training to address any gaps in skills.
- Prepare and package e-learning solutions into SCORM files to upload to a variety of Learning Management Systems.
- Create innovative training solutions that increase sales, employee performance, compliance, and retention.
- Partner with leadership to assess employee performance, key competencies and learning needs.
- Develop new leadership learning journey based on analysis of leadership roles in the company. Identify necessary competencies, functional technical skills, and soft skills required to be a successful leader. Create blended learning to deliver training. Develop coaching methodology and feedback systems. Evaluate training using Kirkpatrick's Model of Evaluation with focus on Level 3 Behavior Change.
- Manage and coach facilitators and new leadership in Contact Center.
- Lead team project launch meetings and weekly update sessions. Conduct final review of projects.

- Develop new processes to increase efficiency and streamline training development. Create instructional design training intake document and lifecycle of e-learning process. Socialize process and gain approval of key stakeholders in organization.

#### **SR. INSTRUCTIONAL DESIGN & PLANNING** | Brookdale Senior Living Solutions, Nashville, TN | 2017 – 2019

Responsible for building and delivering L&D strategy for clinical, sales, and executive programs to increase organizational, professional, and leadership capability for the enterprise.

- Used ADDIE model with CEO and other executives to assess learning needs of key talent. Developed curriculum by conducting needs assessment and analysis, stating intended outcomes, selecting content, designing experiential methods, producing curriculum product, testing, and revising curriculum.
- Evaluated programs using Kirkpatrick's Models of Evaluation focusing on Level 3 Behavior Change and Level 4 Organizational Change.
- Planned and participated in 9 Box and Talent Development meetings.
- Introduced Vyond to other instructional designers and taught them how to use it.
- Partnered with area-specific SMEs to assess performance and learning needs for Clinical, Sales, and Leadership Teams. Applied adult learning principles to self-paced, face-to-face, and virtual online instructor-led training. Increased sales performance by 25 percent.
- Developed annual goal planning strategy and meeting outcomes. Created planning maps and graphics. Adjusted maps and strategy after each meeting.
- Developed marketing campaigns to recruit entry level Associates. Created all graphics, videos, and messaging. Trained local communities on using the resource.
- Led design team members during ideation sessions and project reviews. Conducted final approval reviews.
- Mentored new team members and served as their onboarding buddy to increase speed to competency.
- Revamped sales onboarding program including live, online, and virtual training sessions. Created all collateral materials including facilitator guides, PowerPoint presentations and workbooks.
- Prepared and packaged e-learning solutions into SCORM files to upload to a variety of Learning Management Systems. Tested modules prior to corporate launch.
- Equipped senior leaders and field sales team to implement sales onboarding and ongoing sales training.
- Facilitated training sessions for cross-organizational unity. Received evaluations of 4.9/5.
- Participated in peer reviews to ensure training deliverables were high quality.
- Created instructor-led and online training modules for sales, HR compliance, and leadership development.

#### **LEARNING STRATEGIST/INNOVATION CATALYST** | TN Conference United Methodist Church, Nashville, TN | 2009 to 2017

Responsible for building and delivering L&D strategy to increase growth and sustainability of local churches, Districts, and the Nashville Area of the United Methodist Church.

- Partnered with Bishop (CEO) and District Superintendents to determine conference-wide strategy for church growth. Used adult learning principles to create and implement the First Impressions platform for Evangelism. Conducted focus groups to test ideas, programs, and gain feedback prior to launch.
- Developed 12-week adult curriculum for evangelism by conducting needs assessment and analysis, stating intended outcomes, selecting content, designing experiential methods, producing curriculum product, testing, and revising curriculum.
- Increased capacity of 2000 local churches to create systems for missional engagement through learning initiatives including Vital Children's Ministry, NRG weekends, and annual conference gatherings.
- Selected and led a team of 12 learning consultants in the 7 Districts. Equipped team with workshops, coaching, and project-specific training. Conducted weekly feedback sessions. Measured success used Kirkpatrick's Models of Evaluation.
- Developed Annual Conference instructional strategy by establishing learning outcomes, creating presenter scripts and collateral material. Trained presenters and executed overall conference strategy.
- Concepted, casted and produced 6 supplemental videos for conference curriculum. Created web platform to house videos and curriculum.
- Created strategic marketing plans for Annual Conference, learning events, guest speakers, and mission projects.

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## CONSULTING EXPERIENCE

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### **INSTRUCTIONAL DESIGN EXPERT** | Ideasparks, LLC, Nashville, TN | 2009 – Present

Collaborate with a number of industry partners throughout North America to develop training and leadership resources using instructor-led, virtual instructor-led, e-learning, and blended learning methodologies.

- **Brown Bag Marketing:** Partner with client to assess and develop new sales and call center training strategy. Create curriculum based on adult learning principles for ILT and e-learning modules. Utilize Storyline 360, Rise, and Vyond to produce content. Conduct client review sessions. Prepare and package training in SCORM files for LMS and evaluate training.
- **Caterpillar, Inc.:** Coach new executives on building and leading strong teams. Partner with senior leadership team to develop goals and objectives for 2017-2020. Design strategy to introduce development plans for key leaders and field representatives. Create curriculum and train consultants. Evaluate training programs and models quarterly using anecdotal and empirical methods including Kirkpatrick's Levels of Evaluation with a focus on Level 3 Behavior Change. Create and implement the 12-Minute Meeting conversation guide to increase employee engagement and raise Caterpillar's Net Promoter Score.
- **Group Publishing:** Created curricula for Sunday school, Vacation Bible School, and Church Development following child and adult learning principles. Pioneered new methodology for engaging preschoolers and launched product based on it.
- **Rolling Loud International Hip Hop Festival:** Partnered with CEO to assess performance management needs and gaps. Developed curriculum to increase team member performance by conducting needs assessment and analysis, stating intended outcomes, selecting content, designing experiential methods, producing curriculum product, testing, and revising curriculum. Followed ADDIE and SAM models of instructional design. Evaluated results using Kirkpatrick's Levels of Evaluation with a focus on Level 3 Behavior Change.

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## Links to Portfolio

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[ideasparks.net](http://ideasparks.net)

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## EDUCATION / CERTIFICATIONS

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**B.A, Art Production, Art Education, and Art History** - American University, Washington, DC

**M.A., Experiential Learning and Instructional Design** - Florida Atlantic University, Boca Raton, FL

- ♦ Certified Six Hat Thinking/Lateral Thinking
  - ♦ FourSight Creative Profiles
  - ♦ Certified DiSC
  - ♦ Situational Leadership Training Certification
  - ♦ Korn Ferry Leadership Competencies Master Certified
  - ♦ Leading Creatively
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## AFFILIATIONS

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**VOLUNTEER IEP COACH** | Metro Nashville Schools | 2011 to Present

**MEMBER** | Creative Education Foundation | 2011 to Present

**VOLUNTEER** | Nashville Predators Foundation | 2019 to Present

**MEMBER** | Association for Talent Development | 2017 to Present