

SUMMARY

I am a results-driven learning and development professional with a strong background in instructional design and a passion for helping individuals unlock their potential through innovative educational solutions. With experience in both higher education and corporate settings, I specialize in developing impactful, scalable training programs that drive engagement and measurable results. My expertise spans e-learning design, multimedia tools, and program evaluation, with a focus on creating dynamic learning experiences for professional development. Skilled in global collaboration with cross-functional teams, I thrive in environments where innovation and process improvement are central to success. Proficient in Adobe Creative Cloud, Articulate 360, and Power BI.

EXPERIENCE

Lead Instructional Designer | Bridgestone Americas

Jul 2022 – Current

- Lead the development of innovative learning solutions, creating 20+ e-learning modules to enhance software proficiency across the organization.
- Collaborate with Subject Matter Experts (SMEs) to design corporate training programs tailored to business needs, driving improved employee performance.
- Initiated assessment initiatives using ADDIE and PDCA models to measure the impact of training programs.
- Develop "train-the-trainer" programs, enabling internal teams and external partners to cascade key learning initiatives, ensuring broad implementation across departments.
- Champion for process improvements, resulting in streamlined workflows and enhanced efficiency within the marketing business unit.

Assistant Professor / Studio Librarian | University of Tennessee at Chattanooga

2017 – 2022

- Served as Vice President of the University Faculty Senate and Chair of the Handbook Committee, leading efforts to shape faculty governance policies and ensuring alignment with institutional goals.
- Designed and facilitated 150 instructor-led classroom sessions, improving faculty and student adoption of educational technology tools.
- Led and facilitated over 4,000 training sessions, providing in-depth instruction on multimedia tools and technology integration for diverse audiences, including faculty, students, and staff.
- Developed learning paths and multimedia instructional materials using Adobe Creative Cloud, focusing on enhancing user engagement and technology proficiency.
- Collaborated with faculty and staff to integrate emerging technologies into curriculum development, supporting student success and retention.

- Led one-on-one coaching sessions for over 120 students, faculty, and staff, fostering skill development in multimedia production and digital literacy.
- Implemented data-driven assessments to measure the impact of library services, contributing to a 20% increase in usage of media resources.

Media Resources Consultant | Clemson University

2014 – 2017

- Led the design and execution of a \$700,000 initiative in partnership with Adobe Systems to establish a 3,000-square-foot media space, driving creative innovation for faculty, staff, and students.
- Managed the day-to-day operations of a support center, offering creative software training and support to over 1,000 users annually.
- Oversaw the development of e-learning modules using Adobe Captivate, enabling the remote training of students, faculty, and staff.
- Led and coached a team of 11 student employees and one graduate assistant, fostering skill development and enhancing team performance through regular one-on-one sessions.
- Established and maintained policies for the Adobe Digital Studio, ensuring smooth operations and delivering consistent, high-quality services to users.
- Managed a \$15,000 technology lending program, expanding access to essential creative tools and resources across the university.

Graduate Assistant – Digital Media Suite Manager | University of Louisville

2013 – 2014

- Managed daily operations of the Digital Media Suite, providing technical support in Adobe Creative Cloud software to over 300 students and faculty each semester.
- Led and supervised a team of four student employees, developing and implementing training programs to enhance their technical support and instructional skills.
- Developed and conducted multimedia training sessions for faculty and students, promoting the integration of multimedia projects in academic coursework.
- Collaborated with university departments to produce video content for campus-wide commercials and marketing initiatives, contributing to increased brand awareness.
- Managed the payroll budget for student employees, ensuring cost-effective staffing and timely compensation.

Graduate Internship – Digital Media Operation | University of Louisville

2013

- Conducted competitive analysis and developed a multi-channel marketing plan for the NBA Development League, which was presented to Senior Executives. The project was projected to increase the teenage fan base by 100% over five years.
- Assisted the Director of Digital Media Operations with daily operations, contributing to efficient project management and budget planning.
- Created feature packages highlighting NBA players, showcasing both historical and current talent across digital platforms.

- Managed the NBA's YouTube platform, ensuring consistent and engaging content distribution.
- Developed and implemented weekly budget documents for several departments, improving budget tracking and operational efficiency.

EDUCATION

PhD – Leadership and Decision-Making | University of Tennessee at Chattanooga

2021 – Expected Completion: 2026

MA - Higher Education Administration | University of Louisville

2013 – 2014

BS – Sports Administration | University of Louisville

2008 – 2012

SKILLS

Adobe Creative Cloud (Photoshop, Premiere, After Effects), Articulate 360 (Storyline, Rise), Power Bi, ADDIE, PDCA, Project Management, Curriculum Development, Cross-functional Collaboration, Program Evaluation, Data Analysis & Assessment, Process Improvement, Instructional Design, Multimedia Production & Design. Coaching, Research