

G R E T C H E N J O H A N S O N

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PROFILE

Excels at **Instructional Design, E-learning and LMS platforms**. Results-driven with proven ability to develop, assess, and monitor key performance indicators for learners. Accomplished professional who has earned a reputation for consistently meeting and exceeding aggressive department objectives. Effective communicator possessing excellent interpersonal and technical skills.

TECHNICAL SKILLS:

- ♦ Articulate Suite 360/Storyline 360
- ♦ Adobe Captivate
- ♦ Adobe CC (graphic design)
- ♦ Camtasia (video editing)
- ♦ Canva (graphic design)
- ♦ Powtoon (animated video)
- ♦ Vyond (animated video)
- ♦ MS Offices Suite
- ♦ LCMS - Xyleme
- ♦ Learning Management Systems (Canvas, Cornerstone, Blackboard, Moodle, Schoology, Edmodo, and D2L)

PROFESSIONAL EXPERIENCE

CHARTER COMMUNICATIONS INC.

Charlotte, North Carolina

December 2019 – Present

Instructional Designer

- ♦ Perform needs analysis, analyze learner data/results, evaluate learning
- ♦ Design and develop professional training for internal stakeholders and clients
- ♦ Training developed for approximately 99,000 employees
- ♦ Lead ID on New Hire redesign – reduced a 5 week ILT NHT to 3 weeks using blended learning (e-learning, video, and ILT)
- ♦ Create simulations of company tools using Storyline 360 for engaging and interactive training
- ♦ Work cross-functionally to design and develop classroom training (face-to-face and virtual), job aides, videos and asynchronous e-learning.
- ♦ Partner with content writers, SMEs, and leadership and utilize the ADDIE method on all projects
- ♦ Consistently meet tight deadlines and quick turn-arounds
- ♦ Create micro-learning videos using Camtasia and Powtoon
- ♦ Deliver presentations and showcase work to leadership
- ♦ Specifically selected to handle numerous high profile initiatives
- ♦ Evaluate current training offerings and provide recommendations to update, adapt, or retire trainings
- ♦ Lead team meetings and professional development
- ♦ Participate on ID Governance committee and PowToon sub-committee
- ♦ Pilot initiative for Kaltura Media repository
- ♦ Use Articulate Suite/Storyline 360, Camtasia, Canva, Powtoon, Adobe CC suite, LMS - Cornerstone and LCMS - Xyleme daily

IDOL COURSES ACADEMY

Remote – Atlanta, GA

January 2020 - Present

Mentor and Content Writer

- ♦ Lead mentor sessions on transitioning to Instructional Design
- ♦ Lead workshops on various aspects of Instructional Design models and technology
- ♦ Train mentees (up to 50 at a time) in adult learning theory, ID models, and industry tools
- ♦ Write blog articles about the Instructional Design industry
- ♦ Develop assets such as infographics, videos, and e-learning courses
- ♦ Use Articulate Suite/Storyline 360, Camtasia, Canva, Vyond, and Biteable daily

YORK TECHNICAL COLLEGE

Rock Hill, South Carolina

February 2019-Dec. 2019

Program Manager, Workforce & Economic Development

- ♦ Design training materials to enhance learning experience such PowerPoints, facilitator guides, and exams
- ♦ Deliver instructor led training
- ♦ Create and develop customized training for corporate clients
- ♦ Design and develop curriculum for Real Estate courses to be taught “in-house” for 100% profit
- ♦ Develop courses for Learning Management System (D2L)

- ◆ Streamline our online course catalog to make it more user friendly for customers and students
- ◆ Exceeded revenue goal by \$30,000 within the first 6 months of hire date.
- ◆ Meet budget demands and revenue goal for department and college
- ◆ Manage open-enrollment courses and instructors
- ◆ Work with SME's to develop and update curriculum
- ◆ Write policies for courses and departments
- ◆ Manage multiple on-going projects simultaneously
- ◆ Plan and organize semester schedules
- ◆ Write proposals for customized training

SSI-SCHAEFER SYSTEMS INTERNATIONAL

Charlotte, North Carolina

Travel Coordinator

January 2017-Feb. 2019

- ◆ Design e-learning content for policy compliance and training utilizing the ADDIE method
- ◆ Perform Instructor Led Training
- ◆ Negotiate rates and contracts with vendors and business partners
- ◆ Communicate with ALL levels of employees, including CEO's, on a daily basis
- ◆ Meet budget demands of ongoing projects
- ◆ Enforce cost saving and policy compliance
- ◆ Coordinate travel needs for domestic and international employees and executives
- ◆ Analyze and input data for invoices
- ◆ Manage calendars and meeting rooms for office

ROCK HILL SCHOOL DISTRICT 3

Rock Hill, South Carolina

Instructional Designer | Educator | Department Lead

August 2007 – Dec. 2016

- ◆ 9 years' experience in learning and development while capitalizing on available technologies
- ◆ 8 years' experience with 5 LMS platforms (Canvas, Blackboard, Moodle, Schoology, and Edmodo)
- ◆ Lead district wide professional development (Train the Trainer) seminars to incorporate E-learning and technology into classrooms
- ◆ Develop curriculum and assessments with emphasis on best practices for learning and teaching
- ◆ Grade level department head: Design instruction and content for e-learning used district-wide in our District LMS, analyzed data to assess/close learning gaps, create learning materials to supplement instruction
- ◆ Serve on District Committee to vet various LMS platforms by testing and using them in the classroom in an effort to unify the school district. Was a key decision maker in choosing the LMS platform used district-wide
- ◆ Lead multiple professional development meetings to train peer educators on new apps for the classroom
- ◆ Pilot 1:1 integration of iPads in the classroom prior to district wide roll out of the initiative
- ◆ Serve on Challenge Based Learning Cohort focused on strengthening community & school relations through intense projects

OTHER CREDENTIALS/MEMBERSHIPS

ATD, LERN, The Learning Guild, Storyline Skilled Badge, eLearning Developer Badge, IDOL Mentor Badge

EDUCATION

WINTHROP UNIVERSITY

Rock Hill, South Carolina

Bachelor of Science in Elementary Education