**JESSICA HOLMBERG**

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**INSTRUCTIONAL DESIGN EXPERT | LEARNING AND DEVELOPMENT | PROJECT MANAGEMENT**

Instructional Design and Training Leader with 20+ years of experience in education, coaching, and ISD targeting adult learners. Learning and Development Project Manager, who authors detailed project plans, conducts thorough needs assessments, and carefully analyzes data to identify performance gaps in collaboration with stakeholders. Expertly applies Agile/Scrum methodologies, utilizes multiple software systems (Ex. Adobe, Articulate, and SharePoint), and ISD models (ADDIE, SAM, 6p’s) to design virtual SCORM packages for LMS systems and/or in-person technical training solutions for clients within budget and project timeline. Leverages background in ISD and education to evaluate training quality & effectiveness. Dynamic communicator, who effectively leads teams and collaborates with clients to achieve impactful learning results, designed to close skills gaps, enhance operational performance, and support organizational development.

**QUALIFICATIONS**

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| * Leadership & Management
 | * Project Management
 | * Quality Assurance
 | * Instructional Design
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| * Training & Facilitation
 | * Research & Analysis
 | * Organizational Development
 | * Coaching
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| * Adult Learning Models
 | * ADDIE/SAM/ 6p’S
 | * Curriculum Development
 | * Technical Writing
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| * Process Improvement
 | * Effective Communication
 | * SharePoint Software
 | * Articulate Rise
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| * SCORM
 | * Adobe Captive
 | * Articulate Storyline 360
 | * JIRA Software
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| * Xyleme
 | * LMS Management
 | * Agile/SCRUM
 | * 508 Compliance
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**EDUCATION**

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| **Master of Arts in Educational Leadership**,American College of Education | **Master of Arts in Technical Writing,** University of Central Florida | **Bachelor of Science in English Education**, Delta State University |

**CAREER EXPERIENCE**

**COLLEGE PROFESSOR**

Valencia College, Orlando, FL August 2015-Present

* Taught and trained over 2000+ adult learners, leveraging ISD expertise to enhance traditional & online learning experiences by targeting multiple learning styles and implementing best practices utilizing a flipped classroom model for adult learners.
* Champions Valencia College’s IDEA model by collaboratively developing aligned curriculum in Canvas and Blackboard to support student-centered learning, contribute to communities of practice (COP), and engage in continuous process improvement initiatives.
* **Marzano Element 20 Curriculum Design and Training SME:** Served as an expert consultant for redesigning the “Check Your Answers” module by implementing real-world, scenario-based assessments to improve student cognitive development.

**SENIOR INSTRUCTIONAL DESIGNER**

Leggett & Platt, Carthage, MO January 2022-December 2023

* ISD Project Manager and Lead ISD, oversaw training design and implementation for diverse business operations, organizational development, & transformation initiatives within the automotive, finance, and HR divisions utilizing the ADDIE model.
* Standardized Teamcenter ERP training across 20 global Engineering branches by overseeing the team that developed 20 multilingual courses (English/Mandarin) using Agile/Scrum methodology, resulting in successfully training 500 employees by the target deadline.
* Fast-tracked the design of 9 courses over 9 months to support 300 global staff---achieved 93% compliance by launch date.

**SENIOR INSTRUCTIONAL DESIGNER**

Wells Fargo, Orlando, FL March 2019-January 2022

* Spearheaded the development of Wells Fargo regulatory compliance courses by developing a detailed project plan, monitoring production timelines, and applying adult learning principles to create and evaluate training impact for 15,000 global staff.
* Managed ISD design team developed L&D project plan to develop four eLearning courses targeting the Truth in Savings Act, the Expedited Funds Availability Act, Anti-Money Laundering (AML), Counter-Terrorist Financing (CTF), and the Bank Secrecy Act.
* Consulted with Wells Fargo senior management, SMEs, and facilitated end-user focus groups and surveys to refine training objectives, storyboard course requirements, conduct iterative beta testing, and solicit on-going feedback to enhance eLearning courses.

**SENIOR INSTRUCTIONAL DESIGNER**

National Restaurant Association, Orlando, FL April 2017-March 2019

* Led technical writing & ISD project team for the Tourism 101 Textbook—instituted a 2-day SME workshop to establish protocols, monitored project timelines using Jira, oversaw editing & feedback process, and quickly researched and resolved bottlenecks.
* Developed the NRA’s Leadership for New Hotel Managers 12-course series for new hotel managers—shadowed hospitality industry leaders to develop interactive, scenario-based trainings over an 18-month period using ADDIE model and Articulate Storyline 360.
* Integrated coaching background to facilitate OD cultural change by championing L&D initiatives through proactive engagement.

**INSTRUCTIONAL SYSTEMS DESIGNER**

Cubic Corporation, Orlando, FL May 2015-April 2017

* Led the ISD design process utilizing Agile/Scrum and adult learning principles for interactive course design to prepare engaging, adaptive 2D and 3D training modules, scenarios, and job aids used to train staff on handling shipboard missions and equipment.
* Facilitated Front-End Analysis (FEA) using Job Duty Task Analysis data, and Personnel Qualification Standards to develop Lesson Specification Reports for the Navy’s Littoral Combat Ship Combat Systems using the Immersive Virtual Ship-based Environment.
* Collaborated with leadership, SMEs, and organizational development staff to identify performance gaps, along with technical and soft skills training needs and worked within budgetary and schedule constraints to design IMI Level training scenarios for diverse learners.
* Oversaw Train-the-Trainer courses for facilitators, adhering to Cubic’s, Winning the Customer Model, and led initiatives to quickly identify and respond to QA issues during the product testing phase for all training within the assigned training project portfolio.

**EDUCATOR & DIGTITAL COACH**

Ocoee High School, Ocoee, FL August 2010-May 2015

* Handpicked to attend the Aspiring Leadership Academy on behalf of Orange County Public Schools—developed an in-depth, action-oriented School Improvement Plan (SIP) to address performance gaps and improve performance to achieve certification.
* **Certified Mentor and Clinical Educator:** Educator and Trainer with specialized experience in curriculum design & classroom management; recognized for excellence in education and selected to train & coach instructors across OCPS.
* **Digital Curriculum Training Team Lead:** Facilitated a 10-person team that developed and implemented a robust training program to train educators on how to utilize the ADDIE methodology to bolster learning effectiveness in online learning environments.
* Created the Florida State Assessment Rotational Model--organized and developed curriculum for 500+ students based on five interactive modular rotations designed to enhance skills gaps and bolster readiness for the Florida State Assessment (FEA).

**TRAINING ASSISTANT**

Florida Department of Law Enforcement, Orlando, FL August 2009-August 2010

* Identified needs and best practices for individual training and professional development based on conducting a thorough needs assessment survey, interviewing leadership, and conducting focus groups across various precincts throughout the Orlando area.
* Managed the departmental training improvement plan, designed a custom distributed analytics system to filter information and create detailed training status report, and delivered policy updates to ensure that staff remained in compliance.
* Consulted with staff members to provide guidance on individual learning plans and career progression planning to support FDLE’s workforce development planning initiative aimed to enhance retention, succession planning, and employee satisfaction.

**CERTIFICATIONS**

* Marzano Certified Evaluator, 2017
* Certified Mentor/Clinical Educator, Orange County Public Schools, 2017