**JESSICA HOLMBERG**

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

Dear Hiring Manager,

Are you looking for an experienced instructional designer with experience in ADDIE, supporting adult learners, and utilizing software such as Articulate Storyline 360 to design engaging, interactive 508 compliant content? My name is Jessica Holmberg, and I am excited to apply for the position with your organization. After carefully reviewing the job description, I believe that my professional expertise in instructional design, training & development project management, collaborative client engagement, and educational leadership will allow to successfully transition into your team.

I have over 20+ years of experience in education and instructional design working with a variety of organizations and educational institutions to support a broad set of learners and learning styles. As a former traditional classroom educator, experienced technical writer, and lead instructional designer, I leverage my background to design targeted educational content for clients. I closely collaborate with clients to conduct in-depth needs assessments, identify skills gaps, establish targeted objectives, and design interactive, 2D and 3D scenario-based training to achieve learning outcomes.

To achieve project targets, I create project plans, manage ISD teams, implement & track project timelines, create detailed storyboards, collaborate closely with team members, and apply Agile/Scrum techniques to engage clients throughout the process.

In alignment with the job description, I have identified a few career highlights below:

* Taught and trained over 2000+ adult learners, leveraging ISD expertise to enhance traditional & virtual learning experiences.
* Spearheaded Wells Fargo’s regulatory compliance courses training for 15,000 global staff & evaluated training effectiveness.
* Led technical writing & ISD project team for the Tourism 101 Textbook and developed 12 courses for hospitality leadership.
* Standardized Teamcenter ERP training across 20 global branches by overseeing the team that developed 20 multilingual courses.
* Led the ISD design process utilizing Agile/Scrum and adult learning principles for Navy’s adaptive 2D and 3D training modules.

I am experienced facilitator, manager, and coach, who collaborates with clients to close organizational performance and skills gaps as a component of process improvement through intuitive instructional design processes. I have used software such as Articulate Storyline 360, Adobe Captivate, and Articulate Rise to create SCORM packages for LMS systems and managed the quality assurance process utilizing an iterative delivery model. My educational background includes a Master of Arts in Educational Leadership from American College of Education and a Bachelor of Science in English from Delta State University.

I have a passion instructional design and improving organizational operations through learning and development. I am excited about the possibility of utilizing my unique blend of expertise and leadership to make a meaningful contribution to your team. To schedule an interview, please contact me via telephone: (601) 832-7767 or email: jessicamorrisholmberg@gmail.com. I look forward to further discussing how my skills and experiences align with this role.

Thank you for considering my application.

Sincerely,

Jessica Holmberg