

# JESSICA ALLEN

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## PROFILE

- Thirteen years of experience in instructional systems design and web-based training
- Seven years in marketing and content creation
- Strong client-centric consulting skills, with an emphasis on real world, practical problem solving
- Able to motivate others, communicate concepts, and disseminate information clearly
- MS Learning and Knowledge Management Systems

## PROFESSIONAL EXPERIENCE

### Vice President - Sr. Instructional Designer

M&T Bank (Remote)

August 2020 - Present

- Develop high-quality instructional materials and course curriculum for various internal stakeholders
- Collaborate with subject matter experts and stakeholders to identify educational needs and formulate learning objectives
- Design, create, and test interactive e-learning modules using tools like Articulate Storyline, Adobe Captivate, or LMS such as Workday Learning and Blackboard
- Apply knowledge of adult learning principles to design effective and engaging learning experiences
- Perform needs analysis to understand target audience needs and identify measurable behaviors and business outcomes
- Conduct evaluations and assessments to measure training effectiveness and iterate
- Provide mentorship to junior instructional designers, guiding them in their projects
- Create and manage the M&T learning brand identity and learning style guide
- Manage multiple instructional design projects simultaneously, ensuring that all deliverables are met on time
- Design learning experience, curriculum and content for Rising Leaders Development Program

### SR./Lead Instructional Designer

TEKsystems (Remote)

July 2014 - August 2020

- Develop interactive training, including web-based training, simulations, games, hands-on activities, case studies, role-plays and assessments
- Mentor instructional design team members in the development of learning products
- Review the instructional soundness, adherence to design and style guidance, and quality of training deliverables produced by the instructional development team
- Provide voice talent, recording and sound editing for web-based training courses
- Manage projects through ideation, creation, execution and evaluation of training materials.
- Make training recommendations consistent with time frames and budget
- Design and develop Facilitator Guides, Participant Guides, PowerPoint presentations, Quick Reference Guides, Job Aids, and audio/video scripts
- Design and develop e-Learning Storyboards to precisely communicate instructional strategies to clients
- Interview Subject Matter Experts and analyze input from them to create instructional materials
- Utilize the latest e-Learning methodologies, technologies and trends
- Analyze client source content, target audience demographics, job tasks, and learner environment to identify learning objectives and appropriate instructional strategies
- Develop Instructor led training programs for classroom and virtual classroom settings

## PRODUCT MARKETING SPECIALIST

**IDI Billing Solutions** (Victor, NY)

February 2008 – July 2014

- Lead corporate rebranding initiative and design efforts
- Guided executive level internal communications and public relations initiatives
- Collaborated with product teams to create proposal responses and requirements documents
- Developed marketing campaigns and dashboard reports through Salesforce.com
- Served as Salesforce.com Administrator for Sales & Marketing organization users
- Executed social media marketing, programs, and campaigns (Instagram/Facebook/Twitter)
- Created content on corporate website via Wordpress CMS (idibilling.com)
- Monitored web SEO and e-mail campaign effectiveness to continually attract site traffic
- Developed lead generation campaigns for print, electronic/web marketing and social media
- Conducted marketing research to support lead generation efforts
- Produced content for corporate e-newsletter and quarterly internal newsletters
- Spearheaded customer events including trade show exhibits and annual user conference
- Designed corporate training presentations templates and documentation
- Managed graphic design, new media and print vendor team

## INSTRUCTIONAL DESIGNER III

**Element K** (Rochester, NY)

July 2005 – February 2008

- Designed innovative instructionally sound training for client online delivery
- Developed learning objectives and created storyboards (voiceover scripts, on-screen content, animation) for e-Learning modules
- Prepared clear, relevant objectives and design documents to meet client needs
- Coordinated with cross-functional team including SME's, digital artists, software engineers and quality assurance
- Developed assessments for evaluating learning effectiveness and measuring performance
- Served as project lead and mentor for the training team environment
- Utilized instructional design methods to ensure a systematic approach during the design of eLearning courses

## EDUCATION

<b>Rochester Institute of Technology</b>	<b>MS Information Technology,</b> Learning and Knowledge Management Systems
<b>Pennsylvania State University</b>	<b>BA Communications and Media Studies,</b> Marketing

## APPLICATIONS/SKILL SET

Microsoft Word, PowerPoint, Excel	<u>Salesforce.com</u>	Audacity WellSaid AI Audio
Articulate 360, Storyline, Review, Rise	Adobe Captivate	Section 508/WCAG Compliance
Vyond	Miro	Slido
Workday	Canva	Blackboard LMS