Shonelle Clark

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Senior Instructional Designer

I am an experienced Senior Instructional Designer | Trainer with 15+ years of experience. I have transformed customer education programs, boosting NPS by 10-15% within 6 months of hire and increasing customer satisfaction by 20%. Within 30 days of the CEO's request, I developed and delivered live virtual training to global teams from major clients like Walmart, Koch Engineered Solutions, and Volkswagen.

WORK EXPERIENCE

Arkestro · San Francisco, CA, USA Senior Instructional Designer | Training Manager

11/2022 - 07/2023

- Led the instructional design and development of a customer education curriculum and program, yielding a 10-15% NPS improvement. Quickly adapted to live virtual training, to upskill global teams from major clients.
- Demonstrated exceptional agility by shifting to live virtual training within 30 days of the CEO's request.
- Worked strategically with SMEs and Product Managers to understand content requirements, leading to a 15% improvement in training effectiveness and user satisfaction within 6 months.

Redwood Software · Frisco, TX, USA Senior Instructional Designer | LMS Administrator

08/2019 - 11/2022

- Secured a \$250-300K budget to create video-based training content, leading to a 30% boost in user engagement. Implemented a Learning Management System for efficient content management within 6 months.
- Managed multiple video content projects concurrently, ensuring top production quality and alignment with learning objectives. Led to a 10-point increase in NPS scores and improved the customer learning experience.
- Established collaborative relationships across sales, marketing, and development to determine audience needs, timelines, and content accuracy, resulting in streamlined project timelines and improved content accuracy.

Worksoft · Addison, TX, USA

07/2016 - 08/2019

Senior Trainer

 Recruited for expertise in training and automation, tasked with enhancing the utilization and understanding of Worksoft's products through comprehensive training programs. Developed and converted manual tests into automated ones and served as the product SME at conventions like SAP TechEd. Delivered on-site client training and consulting for Worksoft automation products, including national and international travel up to 90%.

SKILLS

Instructional Design

- ADDIE
- Adult Learning Principles
- Al
- Best Practices
- Content Development
- Data Analysis
- Design Theory
- Experiential Learning
- Industry Trends
- Instructor Led Training
- Interactive Learning
- Knowledge
 Management
- Learning Programs
- Learning Theory
- Needs Assessment
- Project Management
- Simulations
- Storyboarding
- Target Personas
- Technical Training
- Virtual Instructor Led Training

Audio, Author & Design

· Adobe Captivate

- Increased customer retention by 25% by skillfully creating and revising a suite of training materials, ensuring their relevance and effectiveness for a diverse clientele, within 6 months.
- Delivered numerous educational webinars and workshops, introducing new product features and enhancements to clients and partners.

Wasp Barcode Technologies · PLANO, TX, USA 10/2012 - 07/2016 Training Group Lead | Corporate Software Trainer · Full-time

- Streamlined training processes, improved training delivery, and driving performance by centralizing web and on-site learning sessions, resulting in a 30% increase in training revenue.
- Assessed clients' change readiness and tailored hands-on workshops, facilitating seamless enterprise software adoption. Delivered engaging inperson and virtual workshops to sales professionals and channel partners in the US.

EDUCATION

University Of Wisconsin Milwaukee

Bachelor Of Arts English Language And Literature
Post Baccalaureate Certification Secondary Education

Weber State University

Associate Of Science

CERTIFICATIONS

Project Management Professional (PMP)06/2023 - 06/2023Credly Platform Practitioner09/2022 - 09/2022Adobe Certified Professional06/2020 - 06/2020

- Adobe Creative Cloud Suite
- Camtasia
- Canva
- Design Tools
- Management Systems
- Storyline
- Vyond

Learning Management Systems (LMS)

- Adobe Learning Manager (Captivate Prime)
- · Content Management
- Litmos
- TalentLMS

Soft Skills

- Active Learning
- Agile
- Analytical
- Collaborator
- Creative Mindset
- Cross Functional
- Innovative Solutions
- Interpersonal Skills
- Leadership
- · Management Skills
- · Problem Solving Skills
- Stakeholder Relationships
- · Strategy Creation
- Subject Matter Expert
- Verbal Communication Skills
- Work Independently
- · Writing Skills