



CONTACT

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KEY SKILLS

- MS Office Suite Certified
- Articulate Storyline & Rise 360
- Captivate / Lectora
- Audition / Audacity
- Vyond
- Adobe InDesign
- RoboHelp
- WordPress & SharePoint
- Adobe Photoshop & Illustrator
- FrameMaker
- MS Project & Teams
- Adobe Connect / Blackboard
- Moodle & Canvas
- uPerform
- CRM/SFA: Salesforce, SAP, Oracle, Siebel, Workday, PeopleSoft
- Help Desk Institute Trainer Cert.
- Siebel Certified Consultant
- Agile/Scrum Certified

EDUCATION

Bachelor's in Journalism

Master's in Communication

University of Georgia

MELISSA SOUTHERLAND

STRATEGIC, INNOVATIVE LEARNING CONSULTANT

Training Analysis & Design / Instructor-Led & eLearning Development / Facilitation / Editing & Proofreading

- Creative instructional designer with 20+ years' experience in analysis, design, development, and facilitation of instructor-led, web-based, distance learning, and self-paced training materials
- Skilled in designing engaging, interactive instruction incorporating diverse learning activities and instructional design techniques
- Able to form strong partnerships with subject matter experts and stakeholders to assess needs and provide relevant, business-driven learning solutions
- Exceptional understanding of adult learning theory and extensive facilitation background support the development of instruction that improves job performance
- Expert in leading word processing, page layout, screen capture, eLearning, and distance learning development packages as well as online collaboration tools; able to learn new applications quickly
- Experienced in managing large training projects from conception to delivery—on schedule and within budget
- Comfortable working collaboratively in a remote environment

PROFESSIONAL EXPERIENCE

AT&T / DIRECTV (Consultant) — Atlanta, Georgia

SENIOR INSTRUCTIONAL DESIGNER

2012 – 2013, 2019 – Dec. 2022 (Multiple projects)

Simulation development and script writing for call center/help desk projects using Articulate Storyline 360, Rise, Audacity, and Vyond. Selected calls and created storyboards to meet customer service and technical development needs. Authored interactive branching simulations, embedded video, scripted audio, and edited recordings in Audacity. Created and edited graphics using Photoshop and Illustrator. Developed virtual leader-led and self-paced online courses and content in WordPress and Rise.

Created self-paced and virtual instructor-led (vILT) leadership program for retail store managers. Gathered requirements, developed detailed design; established templates, standards, and style guides. Virtual training design leveraged breakout rooms, roleplays, chats, and other interactive features. Generated program communications, timeline, and implementation plans; deliverables included facilitator, participant, and mentor guides.

Benevis Practice Services (Consultant) — Atlanta, Georgia

LEAD LEARNING CONSULTANT**July 2014 – April 2019**

Leveraged consulting skills to identify performance needs, recommended solutions, and managed design, development, and implementation of learning interventions for large healthcare organization via uPerform. Performed needs analysis, curriculum review, course development, training delivery, course evaluation, and project management.

- Created end-to-end onboarding programs for clinical leaders, office managers, and healthcare staff
- Developed innovative case study material to support new competency model-based performance management system included as part of Workday implementation
- Extensive eLearning course development: Clinical procedures, compliance, safety, HIPAA, coaching, leadership

The Home Depot (Consultant) — Atlanta, Georgia

Leadership Institute, Learning & eLearning, Operations, IT, Home Services, Supply Chain, Customer Care

INSTRUCTIONAL DESIGNER / FACILITATOR**Aug. 2004 – Sept. 2014 (Multiple projects)**

Contracted on multiple projects, including content development and facilitation for a CRM/ERP rollout with 40,000 users in 1,600 locations. Created instructor-led, self-paced, eLearning, distance, and blended learning solutions.

- Planned, designed, developed, and delivered training material including instructor and participant guides, presentations, handouts, exercises, job aids, assessments, case studies, scenarios, audio and video scripts
- Storyboarded, scripted, and produced eLearning modules using Captivate and Articulate
- Created, reviewed, and edited SAP, Oracle, Siebel, and PeopleSoft courses
- Developed HD Leadership program courses: Talent & performance management, leadership development, customer service, team building, employment practices, management skills, conflict resolution, managing change, and diversity
- Evaluated kitchen design program, recommended training solutions, and developed blended learning solution

AutoTrader (Contract) — Atlanta, Georgia

INSTRUCTIONAL DESIGNER**April 2011 – Sept. 2011**

Developed sales leadership training and conducted Train-the-Trainer sessions. Developed student and instructor guides, PowerPoint presentations, job aids, and case studies. Created courses on interpreting sales data, forecasting, pipeline management, and effective sales coaching. Developed numerous eLearning and webinar modules.

UPS Professional Services & UPS Corporate Sales (Contract) — Atlanta, Georgia

EDITOR / LEAD INSTRUCTIONAL DESIGNER**Jan. 2006 – Jan. 2007**

Led team that developed month-long Industrial Engineer onboarding program in 90 days. Developed and managed project plan. Established course templates, standards and style guides; edited all material. Developed learning simulations using Lectora. Created assessment questions and evaluations to determine program effectiveness. Facilitated T3 program.

IMS Health (Strategic Technologies / Synavant) — Atlanta, Georgia

FACILITATOR / TRAINING PROJECT MANAGER**May 1998 – May 2004**

Responsible for all technical, customer service, and project management course development. Developed training on Siebel, SQL, SAP (FI, CS, HR, CRM), salesforce.com, and proprietary applications. Conducted company-wide needs assessments to identify learning needs; collaborated with clients, SMEs, and instructors to determine project goals, learning objectives, timelines, and performance measures for training programs.