

# LISA BENNETT

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## SUMMARY

During my **14 years** of experience as an **Instructional Designer / Courseware Developer**, I've applied the ADDIE instructional design model, Kirkpatrick model for evaluation, and Blooms Taxonomy principles to courseware development. My experience also includes Human Resources/Operations management, project management, technical writing, editing, and desktop publishing.

I work with stakeholders, product managers, and other subject matter experts (SMEs) to understand business objectives, system requirements, client workflows, and required learning objectives. My training plans identify the required development effort, resources, and deadlines to meet client-driven deliverable dates. This allows me to proactively mitigate project risks and meet aggressive deadlines.

Using a logical information flow, I incorporate 'real-world' examples, role-based scenarios, and best practices into the courseware. This ensures knowledge transfer and retention, which results in an increase in client satisfaction ratings and overall revenue.

Being in a leadership role, I build successful working relationships with individuals at all levels of an organization. I mentor and provide ongoing assistance for other Instructional Designers. I also encourage creative ideas, and actively solicit feedback from others. This helps me recognize and implement critical improvements in processes and deliverables.

My attention to detail and effective time management skills allow me to manage multiple projects in fast-paced environments. I'm passionate about what I do, and consistently set high expectations for quality deliverables.

## INDUSTRIES

I have been fortunate to work in multiple business environments to acquire necessary and practical, hands-on knowledge. Below is a summary of the various industries for which I've developed courseware:

- **Aviation/Hospitality**—Federal Aviation Regulations (FARs), safety, and customer service
- **Financial**—Stock plan management software, securities and regulations
- **Healthcare**—Database configuration of hospital-based, clinical software
- **ERP**—PeopleSoft
- **Enterprise Productivity**—Workforce Management, Operations Management, Fuel Management software
- **Manufacturing**—Order Management software
- **Human Resources**—HR/Management/Leadership/Diversity/Performance Management
- **Insurance**—Sales/Prospecting
- **Miscellaneous**—Integration software

## PORTFOLIO

My portfolio includes samples of:

- eLearning
- Web-based training (WBT)
- Computer-based training (CBT)
- Virtual instructor-led training (V-ILT)
- Instructor-led classroom training (ILT)
- Online help development
- Training manuals
- Procedure manuals
- Quick reference guides
- Job aids

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## EXPERIENCE

October 2009 to  
September 2010

### **SR. INSTRUCTIONAL DESIGNER**

**E\*TRADE** Alpharetta, Georgia

In my leadership role, my core responsibilities included:

- Analyzing learning needs of target audience, identifying learning objectives, and determining the training approach and required deliverables
- Working with SMEs to validate training content and developing materials for scenario-based training for ILT, V-ILT, and WBT delivery
- Creating and maintaining templates for instructional design team including: training outlines, training syllabuses, training manuals, elearning modules, and job aids
- Storyboarding, scripting, and programming elearning modules, which included text, images, audio, video, animations, simulations, and assessments
- Entering information in the database and performing functionality testing of procedures
- Conducting peer reviews and quality assurance testing of all course materials before release
- Mentoring team of instructional designers and developers

July 2008 to  
July 2009

### **SR. INSTRUCTIONAL DESIGNER**

**McKesson Provider Technologies** Alpharetta, Georgia

I worked in partnership with management, Performance Consultants, vendors, and other SMEs to identify training needs and develop effective blended learning solutions to help clients achieve their overall business objectives. My responsibilities included:

- Analyzing target audience's learning needs, identifying learning objectives and performance gaps, developing plans for the learning solution, post-training support, and business outcome evaluation
- Developing instructor and participant materials for ILT, V-ILT, virtual meetings, and Sharepoint sites
- Storyboarding, scripting, and programming elearning modules, which included text, audio, graphics, games, and interactive simulations
- Developing and managing the project schedule, which included review and revision cycles
- Reporting on task and deliverable completions
- Performing quality assurance testing of produced content and ensuring consistency with established course design strategy
- Developing assessments to evaluate effectiveness of learning solutions
- Establishing and maintaining vendor relationships

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April 2006 to  
July 2008

## **SR. INSTRUCTIONAL DESIGNER / COURSEWARE DEVELOPER** **Eclipsys Corporation** Atlanta, Georgia

Using the ADDIE instructional design model, I was responsible for the following phases in a project lifecycle:

- *Analysis*—Conducted front-end analyses with SMEs to determine system functionality, workflows, and appropriate learning objectives for configuration and end-user technical training
- *Design*—Recommended blended learning approaches including: elearning, WBT/CBT, ILT, Centra sessions, as well as support materials such as PowerPoint presentations, quick reference guides, and job aids
- *Development*—Developed and maintained instructor-led training materials; developed elearning storyboards and scripts for content, graphics, and interactive simulations; programmed and published SCORM 1.2 compliant elearning; configured database as required; conducted quality assurance reviews for the instructional design team; coordinated production of deliverables
- *Implementation*—Coordinated and attended pilot sessions to ensure successful implementation
- *Evaluation*—Evaluated effectiveness of training through activities, scored assessments, and solicited feedback

December 2004 to  
March 2006

## **DISTRICT TRAINING CONSULTANT / SALES ASSOCIATE** **Aflac** Alpharetta, Georgia

Analyzed current sales strategies and developed presentations and internal training for field associates in district; conducted regular district meetings; implemented and maintained district website; marketed Aflac insurance products; serviced existing and new payroll accounts and policyholders; recruited prospective new associates

April 2004 to  
November 2004

## **INSTRUCTIONAL DESIGNER** **AXA Financial** Alpharetta, Georgia

Developed elearning courseware for field management and sales associates on company products and processes; ensured learning objectives and course content met regulatory guidelines as well as corporate initiatives

September 2002 to  
February 2004

## **SR. ANALYST / E-LEARNING COURSEWARE DEVELOPER** **Radiant Systems, Inc. / BlueCube Software** Alpharetta, Georgia

Developed both core and custom elearning courseware containing extensive hands-on simulations for Web-based, back-office site management solutions; worked with functional specifications, product managers, clients, and other SMEs in conducting front-end analyses to determine system functionality and business processes; configured standard and custom databases; performed testing and quality assurance for project deliverables; coordinated pilot sessions; implemented operational processes and structure for elearning project team, conducted peer reviews, and mentored other team members

September 2001 to  
September 2002

## **INSTRUCTIONAL DESIGNER** **Cooper Lighting** Peachtree City, Georgia

Developed elearning courseware with comprehensive simulations of proprietary software, instructor-led technical training materials, and online help for interfacing Web-based application; provided consultation on the development of a training program to educate both internal and external audiences on extensive product line; mentored staff on instructional design and documentation principles; developed style guide and customized templates for department

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September 2000 to  
August 2001

## **INSTRUCTIONAL DESIGNER / SR. DOCUMENTATION SPECIALIST** **Bowcutter Technologies, Inc.** Atlanta, Georgia

Developed and maintained instructor-led technical training materials for integration software system targeted for software architects; worked directly with Product Development to produce all internal and external product documentation including: online help, user manuals, quick reference guides, and website content; implemented operational processes and structure for department

July 1998 to  
September 2000

## **CONSULTANT / INSTRUCTIONAL DESIGNER** **Usertech** Atlanta, Georgia

Developed custom end-user software training and documentation for PeopleSoft and other proprietary systems including: training and procedure manuals, quick reference guides, job aids, online help, CBT, and technical and business documentation; responsible for project management and provided expertise in style guides and templates, desktop publishing, editing, and quality assurance for project teams

October 1991 to  
July 1998

## **INSTRUCTOR / DEVELOPER – PROGRAM DEVELOPMENT** **Delta Air Lines, Inc.** Atlanta, Georgia

Conducted front-end analyses and developed learning objectives, scripts, and lesson designs for new-hire and recurrent flight attendant training programs; provided technical and creative expertise to develop CBT and instructor-led training containing interactive role-play scenarios and exercises

## **HUMAN RESOURCES / OPERATIONS SUPERVISOR – IN-FLIGHT SERVICE**

Supervised approximately 250 flight attendants by monitoring individual work records and administering progressive discipline when necessary; provided operational support for flight attendants to ensure on-time flight departures; recognized exceptional performance on an ongoing basis; worked on special assignment in Program Development for eight months to redesign and develop the In-Flight Service Handbook for use by approximately 20,000 personnel

## **FLIGHT ATTENDANT / CUSTOMER SERVICE COORDINATOR**

Supervised crewmembers on assigned flights; conducted safety briefings with crewmembers and pilots; coordinated with all members of the operation to ensure on-time departures; provided excellent customer service to passengers

## **SKILLS**

MS Office ( <i>Word, PowerPoint, Excel, Outlook</i> )	Acrobat	WebEx
MS Project	FrameMaker	Centra
MS Visio	InDesign	Hot Potatoes
Captivate	QuarkXpress	Lotus Notes
Authorware	RoboHELP	HTML and XML
Firefly ( <i>Capture, Author, Publisher</i> )	Photoshop	PeopleSoft ( <i>GL, Project Costing-Public Sector, AP, AR, HR, Purchasing, Query and Crystal Reports</i> )
Camtasia	Paint Shop Pro	
Questionmark	SnagIt	
Flash	FullShot	

## **MEMBERSHIPS & EDUCATION**

2009–2010  
2007–2008  
2006–2008  
2005–2007  
2002–2003

Real Estate License (GA)  
American Society for Training & Development (ASTD)  
The eLearning Guild  
Accident & Sickness, Life Insurance License (GA, AL, MA)  
Society for Technical Communication (STC)  
University of Georgia  
Woodward Academy