

E-learning Developer & Video Tutorial Specialist

Shelley Jacobson

As an E-learning Developer and Video Tutorial Producer with a diverse production background from the Berklee College of Music, I develop training materials that enhance learning and improve performance. I currently design e-learning modules through Articulate 360 and maintain Informetlica's LMS for tracking and completion of training courses and programs.

My current position involves:

- Conducting client discovery sessions and accessing instructional objectives
- Designing instructional tools (videos, voiceover, e-learning modules, slide decks)
- Maintaining LMS to ensure content is accurate and up to date
- Creating and publishing client announcements for newly released LMS features
- Updating online RFP Matrix and metadata for internal team
- Creating and updating client software video tutorials to decrease support tickets

Education

Masters In Production 1997
Berklee College Boston, MA

Certifications

Certified Content Marketing Specialist
AWAI Copywriting Certification
Seneca eLearning Developer (In progress)

Work Experience

Business Analyst 2018-Present
Sencia Canada Ltd. Thunder Bay, ON

Work closely with clients and technical personnel to interpret business needs and prioritize requirements. Create system training documentation and produce training tutorial videos. Assist in delivering proposals with tight deadlines. Conduct proof of concept for client test case preparation.

CEO 2010-2018
Right Track Digital Thunder Bay, ON

Create and deliver inbound marketing strategies to B2B, B2C and Non-Profit organizations. Train and manage internal writing teams. Conduct analytics research and reporting.

Toon Boom 2015-2017
Animation Montreal, QC

Design, develop and present corporate slide decks. Develop digital marketing collateral and assets for new product launches.

Awards

CMT Songwriting Award January 2014

Volunteer Experience

Thunder Bay Events Advisory Committee
Development Advisory Committee
CEDC Business Mentor