

SHELLEY JACOBSON

INSTRUCTIONAL DESIGNER

(807) 472-4178

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As an Instructional Designer and Audio Producer with a diverse production background from the Berklee College of Music, I develop training materials that enhance learning and improve performance.

Skills Include:

- Conducting client discovery sessions that uncover client needs
- Developing course content with Articulate 360, Camtasia, and Adobe Creative Suite
- Maintaining and managing LMS to ensure content is accurate and up-to-date
- Replacing instructor-led training with cost saving & revenue generating online courses
- Researching and developing partnerships with courseware publishers
- Creating client software video tutorials that decrease support tickets
- Working independently and thriving in demanding situations
- Team player that enjoys sharing information and encourages others to be their best

Education

Masters In Production 1997
Berklee College of Music Boston, MA

Certifications

Master Certificate in Audio Production
Certified Content Marketing Specialist
AWAI Copywriting Certification
Seneca eLearning Developer (In progress)
IDOI Academy for Instruction Design
Yukon Storyline 360 Expert Trainer Series

Work Experience

Analyst/Instructional Designer 2018-Present
Sencia Canada Ltd. Thunder Bay, ON

Work closely with clients and technical personnel to interpret business needs and prioritize requirements. Analyze, design and develop training content and materials for internal and external audiences. Manage and update content on LMS. Measure effectiveness of learning solutions and use data to improve the learner's experience.

CEO 2010-2017
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 Animation 2015-2017
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