



# SHELLEY JACOBSON

📍 Thunder Bay, ON P7A 7T6    📞 (807) 472-4178  
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## PROFESSIONAL SUMMARY

Resourceful and innovative Instructional Designer and Audio Producer with over 3 years of corporate experience in e-learning and curriculum development for a wide variety of industries. Offering insightful analysis of content and design to create value-added learning programs that achieve desired business outcomes and deliver a seamless learning experience that helps shift culture and change behaviour.

## SKILLS

- Conducting discovery sessions
- Maintaining & managing LMS
- Developing strategic partnerships
- Excellent communication & interpersonal skills
- Articulate Storyline 360
- Adobe Creative Suite
- Camtasia
- Vyond (animated videos)
- Microsoft Office
- Audio production & recording
- Video production
- Voice over
- Needs analysis
- Learning strategies
- Course material creation
- Technical writer
- Storyboard creation
- Visual design
- Content marketing strategist
- LMS administrator
- Project management
- Mentor new team members
- Trainer & client support advocate
- Workshop creation & delivery

## WORK HISTORY

### INSTRUCTIONAL DESIGNER 01/2018 to CURRENT

#### Sencia Canada Ltd | Thunder Bay, ON

- Identify corporate client needs and produce video tutorials that provide concise instruction and reduce support tickets.
- Conduct client discovery sessions to identify gaps and develop courses in Storyline 360.
- Measure effectiveness of learning solutions and use data to improve the learner's experience.
- Manage development of comprehensive employee training courses.
- Administer and update content on LMS.

### TECHNICAL WRITER & CONTENT STRATEGIST 01/2015 to 01/2017

#### Toon Boom Animation | Montreal, QC

- Designed, developed and presented corporate slide decks.
- Researched competition and developed digital marketing collateral and assets for new product launches.
- Researched and wrote technical articles on animation scripts, voice overs and audio production tips for Toon Boom Animation publications.



**CEO**

*01/2010 to 01/2017*

**Right Track Digital Communications Inc. | Thunder Bay, Ontario**

- Conducted content marketing workshops and training for upcoming entrepreneurs at the CEDC.
- Trained and mentored internal teams to help them manage content strategies and website optimization.
- Developed and implemented strategic web content strategies to B2B operations to improve organic search results and increase leads that converted into clients.

**EDUCATION**



ELearning Developer (In Progress)

**Seneca College of Applied Arts And Technology, North York, ON**



Technical B2B Copywriting

*01/2011*

**American Writers and Artists Institute, Delray Beach, FL**



**Master Certificate in Audio Production** | Production & Recording

*07/2009*

**Berklee College of Music, Boston**

**ADDITIONAL INFORMATION**



- CEDC Business Mentor
- Thunder Bay Events Advisory Committee
- CMT Songwriting Award January 2014