

HOLLY JEAN GREENE, MBA, MS

PROJECT MANAGER • INSTRUCTIONAL DESIGNER

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OVERVIEW

Seeking to leverage my designing experiences in managing projects and creating learning assets delivered in all multiple modalities, including instructor-led training, online synchronous, and asynchronous. One of the affordances of earning a MBA and a MS in Instructional Technology is my ability to communicate clearly with diverse stakeholders.

A few career highlights that speak to my qualifications for this role:

- Project Manager and Instructional Designer (ID) developing instructor-led and online training content to stakeholders in human resources for multiple companies. Tasks include collaborating with SME's, designing learning assets, and establishing project timelines.
- Consultant and ID to stakeholders in higher education on strategies for converting face-to-face content to online and hybrid learning. Tasks include leading meetings and designing strategies for teaching online.
- Designer on the development of a course for new hires for a Fortune 500 firm in the financial services industry. Tasks include course curriculum, collaboration with SME's, and designing content in the CMS.

PROFESSIONAL EXPERIENCES

Orbis Education, Denver, CO

Training and Development Specialist: July 2020 – Current

Overview: Managing the development of online learning courses for educators in the field of nursing as well as managing projects that support team goals. A few examples include:

- Establishing the design and development timelines for courses that teach the specifics of nursing and strategies for teaching online.
- Balancing the goals of 3-5 courses and 2-3 team projects simultaneously.
- Informing Director during bi-weekly meetings of timeline progress. Advising on adjustments to timelines that keep projects on schedule.
- Collaborating with SME's on translating nursing-specific content into training delivered online, asynchronously.
- Beginning with ADDIE, designing interactive learning assets that incorporate stakeholder feedback iteratively.

HollyJeanGreene.com: Denver, CO.

Project Manager and Instructional Designer: May 2017 – August 2020

Overview: As a sole proprietor, I manage projects and develop e-learning content for companies that operate in the private and public sectors. A few examples include:

- Project Manager and designer of course outlines, trainer notes, and PowerPoint decks for instructor-led training for a client in medical manufacturing.
- Managing the design & development of an e-commerce course, offered online asynchronously, for a community college. Tasks include collaboration with SME on content, managing deadlines, communication with stakeholders, and the design of the LMS.
- Contributing designer on the development of a course for new hires for a Fortune 500 firm in the financial services industry. Tasks include curriculum development, collaboration with SME's, design of content in CMS.

- Curriculum development of a blended learning program that includes both asynchronous and synchronous training components. Program content includes ethics training for executive leadership and safety training for employees.

University of Tennessee – Haslam College of Business, Management Department: Knoxville, TN.

Lecturer and Course Developer: May 2011 – 2021

Overview: For eight years, I taught face-to-face (F2F) courses in management, entrepreneurship, leadership, marketing, and strategy. In 2016, I converted a F2F course in organizational behavior into an online course which I continue to teach asynchronously to 600+ students per year. Additional responsibilities include:

- Collaborate with faculty in developing asynchronous activities, including the development of supplemental videos and peer-to-peer learning activities.
- ADDIE model used to develop organizational behavior (OB) course for undergraduate students. Learning objectives met using interactive lectures, discussion boards, quizzes, and online homework. Developed lectures using Articulate; authored video & audio scripts.
- Designed multiple videos to help students and faculty navigate the Canvas LMS. Tasks include authoring storyboards and audio scripts.

EDUCATION

Master of Science, Instructional Technology
University of Tennessee, Knoxville

Master of Business Administration
University of Tennessee, Knoxville

Bachelor of Art, English
University of California, Los Angeles

CERTIFICATIONS AND AWARDS

- Finalist in the Association for Educational Communication and Technology's (AECT) 2018 Instructional Design Competition. At *Bat For Customer Service* proposed an agile (SAM) approach to the development of a customer service training program. One of only three teams invited to present at the annual conference in Kansas City, MO.
- Certification in Improving Your Online Course (IYOC) from Quality Matters.
- Certified in Online Teaching and Learning from the University of Tennessee.
- Certified in Teaching Cases Online from the Harvard Business Review.

TECHNICAL SKILLS

Project Management	Articulate 360: Storyline & Rise	Google Suite
Team Leadership	TechSmith: Camtasia	Microsoft Suite
Enthusiastic Collaborator	Adobe: InDesign, Captivate	Microsoft Teams
Written & Verbal Communication	Canvas, D2L & BlackBoard	Slack
Presentation & Public Speaking	Curriculum Development	Smartsheet