

# 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