**Sabrina J. Cooper, M.B.A.**

Global Training & Instructional Design Manager

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**SKILLS:** ADDIE Design Methodology, Articulate Studio,Storyline 1 & 2 &360, Adobe Captivate & other SCORM Compliant Design Tools; Adobe CS6 Graphic Design Studio, including Presenter, Photoshop & InDesign, Video & Audio Editing tools such as Camtasia, Audacity, iMovie & Final Cut Pro; LMS solutions including Cornerstone, Saba, Moodle, Joomla, Successfactors & Blackboard, Website & LMS Development and Hosting Experience, Level 1 Technical Support and Extensive Microsoft Office, including PowerPoint, Excel, Word, Access & Publisher

Certified Six Sigma Green Belt, Hyperion Financial Management, JD Edwards, SAP R3, Strategy, QuickBooks, Lotus Notes, Outlook, Salesforce, Oracle, SharePoint

**EDUCATION:** *JURIS DOCTORATE CANDIDATE (2019)*, Widener University School of Law; *MBA WITH CONCENTRATION IN MIS*, Wilmington University; *BACHELOR OF SCIENCE– ACCOUNTING*, University of Delaware;  *CERTIFIED CORPORATE PARALEGAL*, Widener University School of Law

**STRENGTHS:** Multi-tasking, problem solving, project management, budget & time management, change & process management, incorporating experiential learning into course design and working under tight deadlines

**PROFESSIONAL WORK EXPERIENCE**

**12/15 – Present Scott Safety Global Sales Training Manager**

Responsible for the strategy, design, development and implementation of our internal, distributor and end user training programs for our global products and selling techniques related the firefighting, industrial and gas detection verticals.

* Evaluated the effectiveness of our existing product, sales and service training modules and programs to plan appropriate learning solutions
* Developed relationships with product managers, regional sales managers and our top three distributor partners to better understand and prioritize training needs
* Surveyed our internal sales team to grasp their desired need for training by product and preferred methods of learning and utilized data related to training needs from our global Customer Journey Mapping experiences in order to better define the global training strategy
* Reviewed current training process, collaborated with team to highlight critical processes, documented SOPs and created standards around our training offerings and delivery methods
* Develop regional training strategies to assist in increased knowledge and revenue generation for less popular product categories
* Design & create product training modules and operational training videos for new product launches based on content developed in partnership with product managers and service technicians
* Scheduled curriculum design for existing legacy products and design product training modules and operational training videos to assist in the increasing the training offering for our legacy products
* Planned and facilitated quarterly training for product overviews, detailed competitive sales techniques, regional training sessions and visits to local fire academies for live product demonstrations
* Led implementation, page designs and continued loading & management of users and content for our internal & Distributor Partner Portal
* Assist marketing department in identifying processes, opportunities for efficiencies, documentation of SOPs and standard marketing collateral & launch packages.  Also assisted in creating quick start guides, quick reference flyers, launch kits, templates for presentations; editing and proofing brochures, flyers, datasheets and presentations prior to new product launch
* Identify cost efficient training resources, technologies and software
* Manage training project timelines and ensuring the SMEs, PMs and external vendors timely and relevant content and media delivery

**03/06 – 12/15 Worldwide Virtual Academy, Inc. Sr. Consultant, Learning & Instructional Design Manager**

Extensive multi-project and client management experience involving timelines, budgets, resources, technology & marketing while leading & developing a team instructional designers, vendors, and subject matter experts

* Managed virtual team of instructional designers ensuring optimal performance and employee development opportunities.
* Successfully developed & launched multiple training projects from beginning to end using the ADDIE methodology, including curriculum & content development, needs/gap analysis, research & storyboarding, creating and launching customized SCORM based e-learning, instructor-led or blended learning and performing various levels of Kirkpatrick evaluations; ensured all courses were eligible for CEU credits or professional association credits; and updated, loaded and managed various learning management systems while maintaining accurate & timely reporting and budgets.
* Developed interactive content and learning activities for the course/curriculum, including job aids, toolkits, facilitator and participant guides, reference guides, standard operating procedures, step by step technical documentation, templates and forms for instructor-led or blended learning training and launch events
* Collaborated with internal and external partners, SME’s, clients, technical and voiceover/media partners for course creation and to ensure course content meets expected course objectives and deliverables
* Created benchmark metrics used to evaluate effectiveness of training and to ensure continuous growth of learners
* Configured and managed learning management systems for client course management and reporting needs, including users access, adding courses, webinars, videos, etc., preparing management and usage reports, installing updates and running CRON
* Assisted clients with maintaining the integrity of training programs, documenting processes, performing annual learning satisfaction surveys and aligning training objectives with their corporate strategies

**02/15 – 04/15 Jackson Dawson Communications Instructional Design Manager**

Contracted to manage LMS implementation and create 25 e-learning sales product training modules for automotive client

* Created new interactive web based sales and product training for automotive industry and modified existing content
* Led implementation of CourseMill LMS and integration with a linked employee rewards shopping site
* Managed project resources and designers to meet client deadlines.

**07/14 – 07/15 International Rectifier Instructional Designer**

Created exciting and interactive e-learning, videos and instructor led training courses using SME-derived or existing content, audio, video and animation.

* Created compliance, safety, sales & product training, sales distribution training, technical systems training and employee on-boarding
* Recommended, tested and selected content authoring software and complementary tools for course design
* Created job aids, toolkits, facilitator guides, participant guides, and quick reference guides for instructor-led training
* Loaded completed courses onto the Successfactors learning management system and testing performance
* Managed SharePoint Learning Community and documents housed within

**09/13 – 05/14 Herbalife Instructional Designer**

Developed curriculum and e-learning/ILT/Train-the-Trainer content and managed project’s evolving strategy and project timeline for a 3-phase, behavior based global customer service learning program

* Created and executed learning strategy for a three-phase behavior-based customer service training and quality program
* Developed optimal performance playbooks, which included documented processes and behaviors to achieve and/or enhance distributor satisfaction.  Playbooks were also used in conjunction with quality call scoring metrics to ensure that learning objectives had been achieved
* Collaborated with teams to create a global call center Quality program to measure behavioral impact on performance
* Enhanced and modified current instructor led training decks and instructor materials to increase overall effectiveness
* Created Train the Trainer Facilitation Guides and facilitated training sessions for those trainers
* Created SCORM compliant e-learning with Level 2 & 3 evaluations subjective feedback to help quantify training impact and effectiveness
* Created mini refreshers to keep participants engaged throughout the learning program, including teaser videos, posters, rewards & recognition programs
* Converted modified instructor led training to full online course to compliment for Phase 1’s blended learning approach
* Scripted and assisted in the filming process of behavior role based scenario videos.
* Created C-Level analytical presentations on the success of the training program by region and country
* Used Cornerstone LMS to assign training, track participation in online and instructor led training and reporting

**09/09 – 02/13 University of Phoenix Online Faculty**

Facilitated impactful adult learning experiences by adding other course content, videos and student interactions for undergraduate and graduate level Accounting, Business and Finance courses

* Managed student learning experiences using discussion boards and application of key concepts to current news
* Customized the learning experience to enhance knowledge retention of students in various educational levels, ages and backgrounds
* Identified and presented additional learning content, videos, etc. to stimulate a more engaged learning experience

**09/09 – 08/11 Rutgers University Consultant, Learning & Instructional Design**

Designed and developed customized CEU credit e-learning courses for Rutgers University Office of Continuing Education for their Pearson LMS

* Developed customized learning experiences focused on soft skills, leadership development and business acumen development.
* Designed content and interactive learning activities for each course, including audio, video and images
* Conducted thorough needs assessment, identified developmental opportunity and performed empirical research for customized training

*Additional Freelance Consulting Projects included Marketing, Video Editing, Website Design, Content Development, Course Conversion, Technical Writing, Curriculum Development, Legal Research, Financial Analysis, and Project Management*