

Key Achievements

- Increased feature adoption by 43% through strategic in-app guidance
- Boosted customer helpfulness scores by 30% for knowledge base content
- Achieved 100% go-to-market team participation in product adoption initiatives
- Halved feature time-to-market from 4.5 to 2.5 weeks
- Enrolled 4,000+ users in ZenGRC University across diverse audience segments

Professional Experience

ZenGRC

Manager of Adoption and Enablement (Jan 2024 - Sept 2024)

Led strategic initiatives to bridge product development and go-to-market efforts, driving user adoption and engagement. Oversaw comprehensive knowledge management and learning programs.

- Established and led cross-departmental Customer Impact Team, improving product quality through weekly user acceptance testing and customer feedback review
- Implemented Pendo-based in-app feature badges, driving 43% increase in feature engagement
 - Designed and launched comprehensive onboarding in-app guides, enhancing user experience
- Increased go-to-market team participation in product training from 21% to 100% through microlearning
- Assumed ownership of knowledge base, seeing a 65% rise in top product video views, 30% increase in customer helpfulness scores for knowledge base content, and 30% growth in community visits
 - Created Solutions Center focused on GRC knowledge and industry best practices
 - Launched learning pages within customer community for video embedding and guided onboarding content
- Redesigned feature adoption program, reducing time-to-market by 2 weeks
- Served on Product Advisory Board, validating feature ideas and enhancing customer relations

Senior Instructional Designer (Nov 2022 - Dec 2023)

Developed and executed comprehensive training strategies for product launches and feature adoptions. Served as a crucial link between technical teams and end-users, ensuring effective knowledge transfer.

- Conducted bi-weekly live webinars and demos for go-to-market teams, covering new features, their value propositions, and all technical aspects
- Project managed feature launches, coordinating with marketing and technical writing teams
- Served as primary escalation point for support and customer success teams
- Provided technical support and advanced product training for sales team
- Designed and implemented Pendo-based in-app guides to enhance user onboarding and feature adoption
- Successfully decommissioned legacy LMS, transitioning content to customer community without service interruption to customers and saving the company +\$33k annually

eLearning Expert (Dec 2021 - Nov 2022)

Pioneered the implementation of a new learning management system and developed comprehensive eLearning content. Played a key role in launching and growing the customer community.

- Launched ZenGRC University on SkillJar, coordinating with stakeholders and vendors to enroll 4,000+ users across customer, employee, and partner segments
- Contributed to the launch of a customer community as part of the advisory team, helping attract over 6,000+ users
- Created 50+ lessons for new product offering, collaborating with cross-functional teams and subject matter experts
- Developed comprehensive certification programs for partners on flagship and new software offerings
- Collaborated with technical writers to ensure accuracy and relevance of all learning materials

Foley & Lardner LLP

eLearning Designer (July 2020 - Dec 2021)

Spearheaded the creation of innovative and engaging learning content across various departments. Leveraged technology to streamline processes and enhance communication effectiveness.

- Established streamlined project intake process using Microsoft Power Automate, Teams, and Forms
- Managed department's email marketing system (Conceps), designing and executing communication plans for learning projects and regular programs (new hire, summer/fall associate, recurring training, etc.)
- Led the design and implementation of the an enrichment program, developing gamified eLearning modules for 650+ users
- Designed video branding guidelines for multiple departments, ensuring consistent visual identity
- Regularly converted live webinar content from various departments into meaningful eLearning through video editing and inserting knowledge checks.
- Created over 15 major eLearning projects, collaborating with SMEs across departments

Senior Technology Learning Coach (Aug 2017 - July 2020)

Led firm-wide technology adoption initiatives and training programs, promoting a technology-first approach to education. Designed and delivered engaging learning experiences for a diverse, global workforce.

- Led technology implementation and training across 24 offices, impacting 2,500 employees worldwide
- Key member of New Hire Orientation Program team, onboarding 500+ new employees annually
- Spearheaded email automation project, leading evaluation, testing, and implementation of new software, including workflow design and user training
- Led Summer/Fall Associate programs, onboarding groups of 50-60 new attorneys
- Organized learning events with 100% class capacity and 30-40% staff attendance
- Coordinated technology rollouts, managing on-site learning events and floor support for 800+ users.

Advicent Solutions

Implementation Specialist (July 2016 - Aug 2017)

- Led innovation team to improve customer onboarding experience
- Established relationships with high-value customers, providing personalized guidance
- Created and hosted webinars on complex features, with largest attracting over 400 attendees

Partner Support Specialist (July 2015 - July 2016)

- Mentored 20+ new hires and managed enterprise customer relationships
- Established new workflow for enterprise customer support
- Planned and led a monthly celebration of team achievements and individual contributors with fun and engaging activities

Education and Certifications

Marquette University, Bachelor of Science: Mathematics and Education

Certifications:

- Certified Scrum Product Owner CSPO (Scrum Alliance)
- eLearning Instructional Design (ATD)
- Technical Writing (University of WI)
- MOS Office Master 2016: MOS Excel Expert | MOS Word Expert | MOS PPT Specialist | MOS Outlook Specialist |

Technical Skills

- **eLearning tools:** Adobe Captivate, Camtasia, Articulate Rise, Powtoons, Audacity
- **Project & Learning Management Systems:** JIRA, Lesson.ly, SkillJar, UniversitySite
- **Document Management and Editing:** Canva, Confluence, InSided, Paint.NET
- **Engagement & Presentation:** Kahoot, Adobe Connect, GoToMeeting, Microsoft Teams, WebEx, Zoom
- **Marketing & Analytics:** Conceps, MailChimp, Pendo