Amanda Koski

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Portfolio: https://ahkoski.github.io/index.html

Expert in driving technology adoption and user engagement through innovative learning strategies. Combines instructional design with data-driven insights to deliver impactful user experiences. Proven ability to bridge product engineering and user needs, enhancing organizational learning and performance.

Areas of Expertise

- Change Management
- Content Development
- Creative Problem Solving
- Cross-Functional Collaboration
- Data-Driven Decision Making

- Emotional Intelligence
- Instructional Design
- Product Adoption Strategies
- Project Management
- Stakeholder Management
- Strategic Leadership

- Technical Writing
- User Engagement & Enablement
- User Experience (UX) Design
- Virtual & In-Person Training

Career Experience

RiskOptics

Manager of Adoption and Enablement, 2024 - Present

In my dynamic role as the head of adoption and enablement, I bridge the gap between our product/engineering teams and go-to-market teams, driving the successful adoption of new features among internal stakeholders, customers, and partners through innovative enablement strategies. As a key member of the evangelist team, I play a crucial role in shaping product strategy, advocating for user-friendly features, and developing diverse learning materials to simplify complex topics.

My ability to manage multiple priorities, anticipate challenges, and leverage opportunities has enabled me to deliver measurable business results and contribute significantly to the company's competitive edge.

- Strategic Enablement & Content Optimization: Spearheaded the strategic development and dissemination of learning materials, including knowledge base articles, videos, and infographics, driving a notable 30% increase in customer helpfulness scores.
- Operational Excellence: Orchestrated the decommissioning of our Learning Management System (LMS), streamlining content delivery processes and realizing a $35,000 annual cost saving.
- Cross-Functional Collaboration: Spearheaded the redesign and continuous enhancement of our feature adoption program to align with the distinct needs of each department. My strategies to optimize the handoff process between R&D and GTM teams halved the time to market from 4.5 weeks to 2 weeks, showcasing improved cross-team collaboration and efficiency.
- Data-Driven Strategies & Leadership: My adoption of modern, data-driven strategies bolstered employee enablement and product adoption, achieving 100% participation from our internal go-to-market teams. I introduced an innovative hands-on training approach, integrating interactive content and live sessions, which significantly raised team product knowledge and engagement.
- Impactful Results: Demonstrated an unwavering commitment to meeting the business's needs, consistently meeting tight deadlines and adapting to last-minute changes. My leadership in adoption and enablement led to a substantial increase in engagement, with a 65% and 74% rise in views for top product videos, a 30% increase in community visits, and a 56% boost in help content viewership since I took over in October. I have personally developed or refined over 200 articles, profoundly impacting our community's resource quality and accessibility.

Senior Instructional Designer, 2021 - 2023

I was a product enablement expert within the product operations team. I continuously collaborated with internal stakeholders, planned out content calendars, and developed learning material for our internal and external users. I also owned and managed the LMS for internal users, customers, and partners.

- Launched an LMS: Led the launch of a new learning management system platform (SkillJar) which included the planning, prep, design, and release of RiskOptics University. RU contains learning material for three separate audiences, customers, internal employees, and partners. Since its launch, over 4,000 users have been enrolled. I am also a member of the leadership committee that owns our customer engagement portal.

- Feature Enablement: Created over 50 new lessons over the course of a year for the launch and continued support of a new product offering. This includes working with internal stakeholders, coordinating with various teams and subject-matter experts, offering bi-weekly live training to our internal go-to-market teams, and creating interactive eLearning modules for internal and external learners.
- In-App Guides: Using Pendo, I design and launch in-app guides that overlay our web-based software. This includes using my adult learning expertise and collaborating with our UI team to design cohesive and helpful in-app guidance to assist our users in onboarding and new feature adoption.

Foley & Lardner LLP

eLearning Designer, 2020 - 2021

I was a learning artificer, creating new and engaging learning content. I worked with subject matter experts in various departments to produce relevant, helpful, and engaging training modules.

- Established Incoming Project Process: I utilized Microsoft Power Automate, Microsoft Teams, and Microsoft Forms to create a seamless process for our team to receive incoming project requests from various departments.
- Email Systems Manager: Subject matter expert and admin for our department's email marketing system (Concep). I designed, created, and sent out all internal communications from our department. This includes creating and executing communication plans for various learning projects and our new hire correspondences.
- Branding Consultant: Designed all video branding for our department and several other departments within the firm.
- Lead Designer: I was the lead designer of a project called the "Assistant Enrichment Program," where I was involved in the conception, development, and creation of gamified assessments to evaluate the assistant population of approx. 260 users on basic skills they should possess as a legal assistant.

Senior Technology Learning Coach, 2017 - 2020

I was a leader in training and technology implementation within a law firm. I worked to promote a technology-first approach to education and designed new and innovative learning materials while conducting fun, engaging training sessions in-person, via video conference, and live virtual training across 24 offices and for 2,500 employees Worldwide.

- New Hire Orientation: Integral member of a project team that constantly looks to revamp and streamline our New Hire Orientation Programs that onboard over 500 new employees a year.
- Subject Matter Expert: Supervised the training of all admin users for the release of a new reservation software to the law firm, as well as participated in countless other rollouts for the firm. This included insight on decisions regarding implementation and configuration and in-person training and floor support.
- Spearheaded Email Automation Project: Spearheaded a project team that evaluated, tested, and recommended the purchase of a new piece of software for the firm. Once purchased, I was charged with designing the workflows surrounding the latest software and training all other users.

Advicent Solutions

Implementation Specialist, 2016 - 2017

As an implementation specialist, I was a mix of an Instructional Designer, a Project Manager, and a Corporate Trainer. I worked to design meaningful training materials while also delivering an excellent training experience through live virtual training sessions and pre-recorded videos.

- Project Manager: Collaborated with team members to onboard each new incoming client while offering them training to best suit their individual needs.
- Engagement Committee: Encouraged active participation and positive company engagement through fun programs and initiatives.
- Innovation Team: Lead an Innovation Team to improve the Customer Onboarding experience through internal workflow adjustments and external communication.
- Organizational Readiness Team: Key member of the Org Readiness Team, working cross-departmentally with a common goal, prepare the organization for each release of a new version of our software.

Partner Support Specialist, 2015 - 2016

I excelled at an internal help desk position for a software company partnered with financial institutions worldwide. I assisted customers with support for Advicent software through phone and email communications.

- Enterprise Case Owner: Representative from the company paired with a large enterprise customer to ensure their experiences are pleasant and all of their needs are met. I established a new workflow to specifically meet the needs of the customers I worked with.
- Team Mentor: Mentored over 20 new hires during 1 year.
- Celebration Committee: Celebrated team achievements and individual contributors metrics with a monthly celebration filled with games and activities.

Additional Experience
Unicarriers Americas - Sales Program Analyst, 2015
I managed a sales database that worked to approve or deny discount applications to varying sales programs. This encompassed meeting with internal stakeholders, updating and owning the information within the database, running reports to ensure sales metrics were being met, and running macros through Microsoft Access to push data to various departments.

Southeastern Wisconsin Area Schools - Mathematics Teacher, 2013 - 2015
I used innovative education practices by operating a flipped classroom and introduced new and exciting technology to both students and faculty that improved student engagement, and educated students and enabled them to become problem solvers using logic and deductive reasoning.

Software Experience: Adobe Captivate, Camtasia, Concep, Confluence, Google Suite, InSided, JIRA, Kahoot!, Lesson.ly LMS, MailChimp, MS Office Suite, OneNote, Pendo Guide Creation, SkillJar LMS, UniversitySite LMS, Virtual Meeting/Webinar platforms (Adobe Connect, GoToMeeting, Skype, Teams, WebEx, Zoom).

Education

Marquette University,
Bachelor of Science: Mathematics and Secondary Education

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