# Katie Cox

## Customer Education Leader

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## TECHNICAL SKILLS

LMS administration – Thought Industries, TalentLMS, Litmos

Project management tools – JIRA, Confluence, Asana, Notion, Slack

Authoring and publishing tools – Articulate Rise, MadCap Flare, Docusaurus

Version control tools – GitHub, SourceTree

HTML & CSS

Zapier

Visual Studio Code

Camtasia

Office Suite

## EDUCATION

**Master of Educational Technology**
University of British Columbia, 2018

**Certificate in Professional Editing**
University of Berkeley Extension, 2013

**Bachelor of Human Kinetics**
University of British Columbia, 2007

## SUMMARY

I'm an educational design professional with 10 years of experience. I'm passionate about continuously learning about learning, providing engaging and practical education materials to support life-long learners, developing relationships that allow the learning design process to come to life, and fostering the professional development of my peers and direct reports. I also love portmanteaus and poodles.

## PROFESSIONAL EXPERIENCE

**Manager, Education**                                          June 2022 - January 2024
Ada Support, Vancouver

Led a team of four who worked on Ada's Academy and Help Docs to create self-serve educational resources for Ada's customers, partners, and employees. My proudest accomplishment at Ada is creating a team environment that was safe, supportive, and fun, where we could all do our best work.

- Defined, implemented, and reported on education key performance indicators:
  - Customers considered trained in Academy were **25% more** likely to renew their subscription and spent **double** the amount of time in product.
  - High course completion rates - **above 80%**.
- Built strong internal partnerships and initiatives that created trust in education services at senior and executive levels within the organization.
- Adapted to a fast-changing product roadmap that heavily impacted the direction of the Education team and led to:
  - Creating an entirely new branch of our Academy to improve the learning experience for affected customers.
  - Releasing a new and better Help Docs site to improve searchability and findability for Ada's customers, in addition to **saving over $25,000/ year** on tooling.
- Coached and developed the members of the Education team and supported them in achieving their career goals.

**Instructional Designer & Senior Instructional Designer**      May 2021 - June 2022
Ada Support, Vancouver

- Empowered Ada's customers to achieve success with their goals by developing and designing premier education courses and programs.
- Turned complex ideas and product information into easily understood concepts and engaging courses.
- Automated LMS administration processes, leading to saving a day's worth of time per week which the team could then spend on content creation.
- Adapted and improved the existing certification program to increase customer engagement and automated the entire certification process.
- Partnered with subject matter experts across the organization in crafting all new content and curriculum.

# Katie Cox

Strategy and roadmap planning

Team development

Project management

Process improvement and automation

Agile methodologies

Instructional design

Technical writing

Project planning

Leadership

Adaptability

Determination

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**A C H I E V E M E N T S**

**Speaker at Thought Industries (LMS) user conference**
2023

**Galvanize GRC Hero award**
Galvanize
2019

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**A D D I T I O N A L
P R O F E S S I O N A L
E X P E R I E N C E**

**E-learning content editor** at
Interactive Services
Dublin, Ireland
2013 - 2017

## Learning Lead                                    October 2020 - May 2021
SAP, Vancouver

Led a team of learning professionals and worked with a global cross-functional team with the goal of improving product adoption and awareness of SAP Analytics Cloud.

- Built and developed a team of three learning designers focused on highlighting feature releases, improving customer adoption, and creating a community for customers to learn and engage with one another.
- Planned the team's roadmap based on the organization's go-to-market strategy and worked with product experts and team stakeholders.
- Created enablement materials to help SAP Analytics Cloud customers learn and use the product, specifically supporting content creation for product release cycles.
- Organized and ran education workshops for prospects and customers to learn more about SAP Analytics Cloud.
- Supported the development of curriculum (identifying topics, writing scripts, narrating, etc.) for digital workshops and training courses.

## Instructional Designer                          February 2017 - October 2020
Galvanize, Vancouver

Translated technical product information into engaging training courses that motivated customers to get the most out of Galvanize software products.

- Performed strategy and roadmap planning based on feedback from customer facing teams, product data, and go-to-market strategy.
- Designed and developed customer enablement learning programs on how to use data analysis and governance, risk, and compliance software:
    - Developed online scenario-based content with hands-on activities to support learning by doing.
    - Created audio, text, diagram, and video content.
    - Created in-person materials to be used by Galvanize consultant teams and channel partners.
    - Worked with the localization department to localize content for global teams.
- Built out a certification program for users to prove their skills in using Galvanize software, creating product champions.
- Monitored and evaluated learning programs to prove ROI of the Academy.

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**P R O F E S S I O N A L   D E V E L O P M E N T**

**Leadership coaching**                              2022 - 2023
I worked with a leadership coach to improve my own leadership qualities so I could better support my team.
https://www.hollyburton.ca/

**Management training**                              July 2021
Raw Signal Group

**Toastmasters International**                       2017 - 2020
Started as a club member and became President of the Toastmasters club.