

Katie Cox

Customer Education Leader



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Vancouver, BC



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katieslearnings.com

TECHNICAL SKILLS

LMS administration – Thought Industries, TalentLMS, Litmos

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

Authoring and publishing tools – MadCap Flare, Docusaurus

Version control tools – GitHub, SourceTree

HTML & CSS

Zapier

Visual Studio Code

Camtasia

Articulate Rise

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.

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SKILLS

Strategy and roadmap planning

Team development

Project management

Process improvement and automation

Agile methodologies

Instructional design

Technical writing

Project planning

Leadership

Adaptability

Determination

ACHIEVEMENTS

Speaker at Thought Industries (LMS) user conference
2023

Galvanize GRC Hero award
Galvanize
2019

ADDITIONAL PROFESSIONAL EXPERIENCE

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

Learning Lead

SAP, Vancouver

October 2020 - May 2021

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

Galvanize, Vancouver

February 2017 - October 2020

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.

PROFESSIONAL DEVELOPMENT

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

Raw Signal Group

July 2021

Toastmasters International

Started as a club member and became President of the Toastmasters club.

2017 - 2020

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Feb 11, 2024

Hiring Manager
SurveyMonkey

To the Hiring Team at SurveyMonkey:

To kick things off, here are just a few of the reasons why I'd love to work at SurveyMonkey as the Senior Program Manager, Learning & Development:

- I'm looking for a new challenge and a role where I can make a difference – I've been in the world of software customer education for a while and would like to try my hand at employee and manager development.
- I love building out learning programs and constantly looking for ways to improve them. And it sounds like that's a core component of what this role will be about.
- The job posting speaks to all of the things I love doing and what I'm good at, even if it is a slightly different focus. From content creation to instructional design best practices and facilitation – these are all skills I've been able to sharpen during my time in tech.
- I've managed and administered multiple LMS solutions, Workramp being one of them. And I love finding ways to automate and improve all things LMS.

What would I bring to SurveyMonkey's team? Well, in the past eight years working in tech, I've picked up and learned new tools and software quickly. I've proven that customers who engaged in any Academy I've worked on have been more likely to renew and spend more time in product. (And I know I could have a similar impact for employee learning and engagement.) I've honed my ability to break down complicated workflows and long-winded processes and made them easy to understand, memorable, and engaging. I've built teams, created roadmaps, designed certification programs, and had a bias for action to make program improvements. And I've had fun doing it.

Your job description really stood out to me because it sounds like SurveyMonkey truly values the impact that learning can have on its employees. That isn't always the case and I'm excited at the thought of being part of a team that would truly value the contributions I could make. Not only that, but I really like that the job description put so much emphasis on taking a collaborative approach to work. I feel like the reason my team was so successful at Ada was because there were no egos, and we all encouraged each other to do our best work.

I believe wholeheartedly that there is a close fit between your need to cultivate a culture of curiosity at SurveyMonkey and my track record of success in building out education programs. I would be delighted to discuss my ideas and experience in more detail. I know you've likely had a lot of applicants, but I have a quiet confidence that I may be the candidate you're looking for.

Sincerely,
Katie Cox