### **JOLIE MILLER, PMP**

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## PROFESSIONAL EXPERIENCE

**Director of Content, Productivity, Professional Development, Marketing, and Education** 2013-present

**lynda.com,** Carpinteria, CA

Responsible for architecting and executing strategy for expansion into new verticals of business content in addition to leading the business team of content managers and staff authors to publish ~300 courses a year.

* Increasing business skills course output by 700% while reducing budget and time to market with each publication.
* Building and signing key author relationships in top MBA programs nationwide to deliver the best business professors for video training.
* Leading business content in YOY viewership growth.

**Content Manager, Business** 2011 – 2013

**lynda.com,** Carpinteria, CA

Responsible for envisioning and executing the 2013-2015 publishing plans for lynda.com business and education courses while managing a business library of 400+ courses.

* Published 70 business courses a year on average.
* Transitioned business course production toward cloud productivity and evergreen business skills topics on career management, negotiation, leadership, project management, and communication.
* Increased business viewership across the library by ~20% with strategic content publishing.

**Acquisitions Manager** 2009-2011

**Education To Go, a part of Cengage Learning,** Temecula, CA

Responsible for creating and executing strategic publishing plans, overseeing product creation, and managing acquisitions staff. This included managing courses, acquisitions, hiring, instructional design, inventory, certifications, and compliance.

* Managed content, development, and certification for 135+ workforce-oriented career training programs across a variety of design, technical, business, allied health, and skilled trade topics.
* Designed and piloted instructional design templates that allowed us to scale career training program production speed and margins.
* Provided content development leadership while managing internal staff and 75+ author relationships.

**Project Editor** 2006 – 2009

**Education To Go, a part of Cengage Learning,** Temecula, CA

Responsible for project management, editorial work, writing, and quality assurance review for approximately 10 courses per year. This included developing courses, training editors, running proposal committee, and steering troubled projects.

* Wrote and edited over 30 courses for online delivery while managing development budgets and resources. \*Note: My production accounted for 28% of a 7-editor team’s production while earning top student reviews.
* Pioneered line of inspirational, standards-driven K-12 teacher courses for Staff Development for Educators.
* Developed company protocol for instructional design and trained new editors on course development.

## EDUCATION

**Bachelor of Arts**, **Writing Studies - Summa Cum Laude**

California State University San Marcos – San Marcos, CA

**PROFESSIONAL DEVELOPMENT & SKILLS**

**Embracing Change**, lynda.com, 2014

**PMP Credential – PMI**, 2011