### **JOLIE MILLER, PMP**

123 Happy Street @joliemiller 123.456.7890

Los Angeles, CA 00000 linkedin.com/in/joliemiller jolie.miller@outlook.com



#### SUMMARY

Enterprising educational content strategist with 10 years of experience and a successful track record of growing verticals representing $20MM+ of revenue and building agile teams to create better content. Achievements include growing the lynda.com Business library to include 30-60 minute soft skills courses on topics such as leadership and communication and developing a new line of Education To Go K-12 teacher training courses in partnership with Staff Development for Educators.

* Instructional design
* Contract negotiation
* Project management
* High-profile author acquisition
* Change management
* Pub plan development
* Team building
* Emotional intelligence

## 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.

* Leading business content in viewership growth.
* 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.
* Accelerating conversions in the marketing funnel through close alignment with marketing, sales, and content.

**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.
* Onboarded and trained an Associate Content Manager and managed 50+ strategic author relationships.

**Acquisitions Manager** 2009-2011

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

Responsible for creating and executing strategic publishing plans for 2009-2011, overseeing product creation, maintaining developer relationships, and managing acquisitions staff. This included management of courseware, 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 to improve production cycle timeline and margins.
* Provided content development leadership while managing internal staff and over 75 author relationships plus new prospects.

**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 previously troubled projects to successful completion.

* Wrote and edited over 30 courses for online instruction 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

**Managing Teams**,lynda.com,2013

**Basadur Applied Creativity Training,** 2012

**Project Management Professional (PMP) Credential – PMI**, 2011

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