### **JOLIE MILLER, PMP**

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#### 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 transitioning the lynda.com business library from a tools-based library (Excel, SharePoint, Captivate) to a skills-based library (Stepping up to Leadership, Viral Marketing: Crafting Shareable Content, Leadership Fundamentals) 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
* High-profile author acquisition
* Change management
* Emotional intelligence
* Complex project management

## SELECTED EXPERIENCE

**Acquisitions Editing**

* Creating and executing multimillion dollar publishing plans for varied lists, including business, professional development, graphic design, productivity, and education.
* Recruiting and retaining top authors across fields, including professors and business experts.
* Managing increased online viewership for lists while planning strategic content to mine new areas of growth.

**Instructional Design**

* Developing instructional design for online courses for over 8 years, including building and writing courses with SMEs.
* Developing learning objectives, curriculum, and assessments to meet adult learner audience needs.
* Writing and delivering courses in an engaging, conversational style that reinvents learning for the digital age.

**Leadership and Management**

* Recruiting and retaining top acquisitions talent and author talent to grow lists.
* Leading with emotional intelligence and valuing people as the organization’s first asset.
* Cultivating future leaders with mentoring and coaching.

**EMPLOYMENT HISTORY**

Director of Business, lynda.com - Carpinteria, CA 2013-present

Content Manager, Business, lynda.com - Carpinteria, CA 2011-2013

Acquisitions Manager, Education to Go - Temecula, CA 2009-2011

Project Editor, Education to Go – Temecula, CA 2006-2009

**PROFESSIONAL DEVELOPMENT & SKILLS**

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

***Basadur Applied Creativity Training,*** *2012*

**PMP Credential – PMI**, 2011

**EDUCATION**

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

California State University San Marcos – San Marcos, CA