

MELISSA L. COGSWELL

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CAREER HIGHLIGHTS

- ★ *I have created, developed, and delivered a synchronous, international online certification program for a Fortune 500 Insurance Brokerage.*
- ★ *I have planned, developed, and managed asynchronous global cybersecurity certification programs for both customers and revenue generators at an international startup.*
- ★ *Within five months of hire, I learned backend features of two advanced software programs, BigPanda (an AI powered ITOps tool) and ServiceNow (a cloud-based platform that helps businesses manage and automate their digital workflow), designing and implementing an e-learning course on the integration of the two platforms.*

SKILLS

Adult Education Theory	Presentations
Collaboration	Program development
Critical thinking	Program management
Curriculum development	Project management
Data analysis	SME management
Facilitation	Training
Instructional design	Train-the-Trainer
Leadership	Training evaluation
Needs Analysis	Technical training
Onboarding	Video recording and editing
Organization	Voiceover work

TECHNOLOGY

APIs and API integrations	Learning Management Systems (Docebo, LearnUpon, Moodle)
Adobe Photoshop	Salesforce
Articulate Rise 360	SharePoint
Camtasia	Slack
Generative AI/LLMs	Snagit
iorad	Virtualization technologies
Jira	Zoom

PROFESSIONAL EXPERIENCE

SENIOR INSTRUCTIONAL DESIGNER - BigPanda, an AI powered ITOperations platform, Redwood City, CA,
April 2024 - September 2024, Remote position (role eliminated)

- **Designed, developed, wrote, and published a customer-facing integration training** between ServiceNow and BigPanda.
- Applied **ADDIE model** of instructional design and **adult education theory** best practices.
- Reverse-engineered published courses into editable storyboards.
- Chaired the PandaPRIDE Employee Resource Group and hosted the annual PRIDE event.

TECHNICAL TRAINING MANAGER - Deep Instinct, an AI cyber and network security product, New York, NY
September 2021 - July 2023, Remote position (role eliminated)

- **Managed, designed, developed, and implemented technical video certification programs** on a Deep Learning based cybersecurity software for MSSP and Enterprise cybersecurity customers.
- **Facilitated onsite training** with MSSP Sales Partners.
- Collaborated with **global SMEs and stakeholders** to align training strategies.
- **Managed, designed, developed, implemented and facilitated an effective Onboarding program** for Training Project Coordinators and Technical Training Managers.
- Aligned training processes with the **ADDIE model** of instructional design.
- Aligned training processes to the most up-to-date **adult education theories** focusing on self-directional and experiential learning.
- Developed a comprehensive Certification Program Evaluation questionnaire to gather actionable insights from learners.

TRAINING SPECIALIST - Marsh McLennan Companies: Marsh USA, a financial services corporation, Austin, TX
July 2016 - August 2021, Remote position March 2020 - August 2021

- **Conducted in-person new hire training in two insurance processes:** Surplus Lines Tax Filings and Certificates of Insurance (COI) processing.
- Used **ADDIE model** of instructional design and knowledge of **adult education theory** to enhance existing training materials.
- Improved new hire quality review programs in collaboration with the Quality Assurance Manager using **Kirkpatrick's Model of Evaluation**.
- **Created and managed a 12-week virtual COI training program for colleagues in Mumbai.**
- **Conducted a virtual Train-the-Trainer** program for COI trainers in Mumbai.
- Co-led PRIDE Colleague Resource Group in 2018 and 2019.

ONBOARDING TRAINING SPECIALIST - Macmillan Learning, a print and digital textbook publisher, Austin, TX
March 2014 - July 2016

- Developed training programs to onboard teachers and schools to new digital curricula.
- **Designed and facilitated over 150 training sessions** for high school teachers adopting digital math and science curricula.
- Implemented a Regional Teacher Training Program.
- **Provided ongoing technical support** and training to teachers via phone and email.
- Managed customer usage information databases.

ANALYST - C4 Innovations, a training and technical assistance organization, Needham, MA
November 2010 – April 2013, Hybrid position

- Coordinated 10 federally funded, onsite technical assistance events.
- **Conducted training in data collection for the Substance Abuse and Mental Health Services Administration.**
- **Facilitated live webinars and asynchronous online training programs for the US Department of Housing and Urban Development.**
- Managed Moodle LMS
- Certified Mental Health First Aid Trainer.