

# Melissa Meixner Schlewitz, ATD Master Trainer

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## HIGHLY SKILLED TRAINING SPECIALIST AND INSTRUCTIONAL DESIGNER

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### ATD CERTIFIED MASTER TRAINER, ATD CERTIFIED INSTRUCTIONAL DESIGNER

Accomplished Learning Experience Designer with 15+ years of experience developing and delivering engaging in-person, virtual and eLearning courses for internal teams and customers. Designed several courses in Articulate Rise, including a CE-certified course, and produced multiple instructional videos using Camtasia, while ensuring attention to detail. Experience with Workday Learning and Docebo LMS platforms. Skilled in developing inclusive, engaging learning solutions for diverse learning styles and skill levels. Collaborates effectively with cross-functional teams and subject matter experts to assess needs, tailor effective training strategies, and evaluate learning outcomes to ensure continuous improvement. Recognized for having a strong work ethic, being highly motivated and energetic, with the ability to inspire learners, and build strong relationships. Proven record of restructuring training programs to enhance retention, accelerate proficiency, and deliver exceptional learner experiences.

**CORE COMPETENCIES:** Instructional Design Models (SAM, ADDIE), eLearning Course Design, Training Delivery (Live, Virtual), Microlearning, Subject Matter Expert (SME) Collaboration, Adult Learning Principles, Adult Learning Theory (Gagne's Nine Levels of Learning, Malcolm Knowles), Learning Objectives (Bloom's Taxonomy), Needs Analysis, Evaluation (Kirkpatrick Model), Learning Management Systems (WorkDay Learning, Docebo), Familiar with SCORM, Design Software (Canva), Design Tools (Articulate Rise, Snagit), Video Editing Software (Camtasia, Captivate), Virtual Meeting Software (Microsoft Teams, Zoom), Audio Editing (Lovo.ai), Microsoft Office Suite (Word, Excel, OneNote, PowerPoint), WordPress content writing and editing, Digital Adoption Platform (WalkMe), AI Tools (ChatGPT, Microsoft Copilot), Coaching, Mentoring, Ability to Collaborate, Ability to Work Independently, Strong Interpersonal Skills, Organizational Skills, Prioritization Skills, Ability to multitask, Time Management skills, problem Solving Skills, Strong Technical Skills, Strong Written and Verbal communication Skills

## PROFESSIONAL EXPERIENCE

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### IDEXX, Eau Claire, WI

April 2004 – November 2025

#### Learning Experience Designer (promotion)

October 2021 – November 2025

Designed and maintained Walkthroughs, tooltips, announcements, and courses for SaaS veterinary healthcare software using the digital adoption platform WalkMe, following company style guides and ensuring accuracy. Improved user experience by meeting KPIs and reducing support calls for the product portfolio.

- Updated and created fifteen new e-learning courses in Articulate Rise for our LMS, including a CE-certified reporting course and a core workflow course for Practice management software, designed for four unique roles. Scripted and created videos hosted on Wistia, YouTube, and company websites.
- Supported SaaS and on-prem feature releases by developing training assets for customers and internal teams. Collaborated with five product development, marketing, and customer education teams to ensure training was technically accurate and aligned with customer needs.
- Managed content migration of 800+ Help files from our on-prem veterinary software to 300 knowledge-based articles in a WordPress website; categorized and optimized articles for search, resulting in a 94% chat volume reduction, PIMS satisfaction rate (CSAT) at a three-year high, and support case rates dropping to a three-year low. Prior to content development, conducted focus groups and gathered survey data from customers and support technicians.
- Led the reorganization, recategorization, and retirement of 300+ courses in our LMS (Docebo) to improve navigation, course usability, and client access.

**Technical Customer Support Trainer (promotion)**

November 2010 – October 2021

Developed comprehensive training programs for new hire customer support employees, including instructional materials for facilitators and learner guides from the ground up for workflow and troubleshooting training, updated training programs as needed based on feedback and new releases, conducted up to 40 quality assurance reviews a month.

- Trained more than 125 customer support technicians on installation, workflow, and troubleshooting of veterinary software, CRM software, new product releases, and customer service soft skills.
- Redesigned a new hire training program from a 95% trainer-led program to a program comprised of trainer-led (virtual and in-person), self-paced, mentorship, and hands-on methods.
- Redesigned a troubleshooting and technical training program, enabling employees to receive training up to 11 months earlier while minimizing call center service-level impacts, improving scheduling efficiency, increasing employee retention, and increasing employee development.
- Promoted to Trainer II for developing training materials and facilitating a Service Cloud CRM implementation for the software support team, which brought alignment across all lines of business allowing for greater customer insight and knowledge sharing. Learned Service Cloud, Camtasia, and Articulate RISE in two months.
- Piloted a train-the-trainer program and mentored ten subject matter experts in training technical customer support consultants on supporting the setup and workflow of PIMS Software.
- Supported two internal training summits for 75+ field trainers and customer success employees, leading breakout sessions, teachbacks, and debriefing activities.

**Software Implementation Project Manager (promotion)**

January 2009 – November 2010

Led software implementation training and onboarding, coordinating with customers and internal teams to ensure smooth implementation. Delivered remote and webinar-based training, created Captivate video tutorials, and increased user adoption.

- Facilitate training for 2000+ veterinary professionals on setup and workflow of Practice Information Management Software (PIMS) modules.
- Managed and coordinated cross-functional teams after the sale of PIMS, implemented software with veterinary practice internal teams, and collaborated with onsite trainers for a smooth software transition.

**Training and Development Coordinator (promotion)**

May 2007 – January 2009

Successfully implemented new PIMS software by managing pre-live onboarding, assigned targeted training for customer success, and closely collaborated with 10 onsite trainers to customize workflows and model best practice; delivered ongoing technical software support, resolved user issues, and optimized module adoption.

## EDUCATION AND TRAINING

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**Association for Talent Development**, ATD International Conference and Expo, 2019-2020

**Association for Talent Development**, ATD Master Instructional Designer

**Association for Talent Development**, ATD Master Trainer

**WalkMe**, WalkMe Builder

**Chippewa Valley Technical College, Eau Claire, WI**; Computer Information Systems associate degree