Sydney Doyle, Ph.D.

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Experience

Customer Education Manager, Learning Strategy & Design   Apr 2024 – Present
Tulip Interfaces   Boston, MA
- Lead the education strategy for a SaaS manufacturing technology company, aligning learning initiatives with organizational goals.
- Build and scale education function by implementing scalable infrastructure, streamlining cross-functional workflows, and training internal teams to own documentation processes.
- Design curriculum for Tulip University, Knowledge Base, and Community resources to support customer and internal enablement.
- Increased Monthly Active Users (MAUs) by 61% and improved course completion rates by 70%, exceeding industry benchmarks by 345%.
- Establish style guides and standards for education materials including articles, in-app help, lesson templates, diagrams, surveys, and certifications.

Product Education Specialist I & II   Jun 2022 – Apr 2023, Apr 2023 – Apr 2024
- Owned all aspects of Tulip University (customer academy), including content creation, strategy, marketing, yearly initiatives, roadmap planning, and reporting and KPI alignment with department and company OKRs, while maintaining regular communication with stakeholders.
- Produced eLearning content, simplifying complex topics like no-code app building and logic, APIs, and SQL through scripting, recording, editing videos and structuring lessons and designing graphics in an LMS (SkillJar).
- Led a structural reorganization of our Knowledge Base and authored/contributed to dozens of articles.
- Collaborated cross-functionally with solutions engineers, pre-sales, product management, and customer success teams to develop customer-centric educational solutions.
- Revamped core courses, driving a 140% increase in completion rates and a 116% rise in total session time.
- Redesigned the Tulip University website, leveraging Figma, CSS, HTML, and Adobe Creative Suite to enhance user experience and streamline navigation.
- Served on a product microcopy committee and contributed in-platform UX writing for navigation buttons, action items, warning messages, et al.

Doctoral Fellow & Lecturer   Aug 2019 – Dec 2022
University of Louisiana at Lafayette   Lafayette, LA
- Instructed undergraduate courses in traditional, hybrid, and online formats.
- Created educational materials in Moodle (LMS) including syllabi, course descriptions, learning objectives, assignments, lesson plans and activities, assessments, multimedia presentations, and surveys.
- Earned an online teaching certificate, focusing on pedagogy, course design, learner engagement strategies, and aligning content with learning objectives.
- Held leadership roles in the English Graduate Student Association and Professional Development, Faculty Judiciary, Graduate Faculty, and Diversity committees.

Poetry Editor   Aug 2020 – May 2022
Rougarou: Journal of Arts and Literature   Lafayette, LA
- Supervised and managed 5+ editors of an online literature magazine.
- Onboarded and trained staff in journal policy, practice, and submission management software.
- Maintained and updated WordPress website using HTML, CSS, basic JavaScript

Adjunct Lecturer   Aug 2016 – May 2019
John Hopkins University   Baltimore, MD
- Taught university courses in writing and research; built online coursework in Blackboard and Canvas (LMS).

Education

PhD, English/Creative Writing, **University of Louisiana at Lafayette**	**2022**
MFA, Writing Seminars, **Johns Hopkins University**	**2018**
MA, English, **Pennsylvania State University**	**2016**
BA, English, **Pennsylvania State University**	**2016**