

JENNA HANNUM

INSTRUCTIONAL DESIGNER
LEARNING & DEVELOPMENT PROFESSIONAL



Contact
215.839.9748
mail.jenna@gmail.com
[LinkedIn](#)
www.instructional-jenna.com

ABOUT ME

Learning and development professional who loves helping people and organizations achieve their objectives more successfully. I have a Master of Science degree in instructional technology and over 10 years of progressive experience developing learning assets, consulting on performance improvement, and defining best practices in learning for organizations.

TECHNOLOGY SKILLS

- Articulate Storyline & Rise
- Video & Audio Editing
- Adobe Creative Cloud
- Microsoft Office 365
- xAPI & SCORM
- Moodle & enterprise LMS applications
- Drupal/Joomla/WordPress

BUSINESS SKILLS

- Instructional design methodologies
- Learning theories
- Content development
- Communication
- Project & program management

EDUCATION

MASTER OF SCIENCE, INSTRUCTIONAL TECHNOLOGY

Bloomsburg University of Pennsylvania
Summa cum laude

BACHELOR OF FINE ARTS

Kutztown University of Pennsylvania
Magna cum laude

WORK EXPERIENCE

TEAM LEAD, CORPORATE LEARNING & DEVELOPMENT

Qlik, Feb 2016 – present

- Define standards and best practices for employee and partner learning
- Design learning strategies aligned with corporate priorities
- Collaborate with stakeholders on redesigning the employee onboarding experience
- Design and develop courses, curricula, and assessments (e-learning, hybrid, and ILT)
- Evaluate ROI of learning programs
- Manage custom LMS and LMS support

SENIOR INSTRUCTIONAL DESIGNER

Qlik, Jan 2015 – Feb 2016

- Mentored and onboarded new team members
- Developed processes and best practices for learning asset design and development
- Designed and developed courses and curricula

SENIOR INSTRUCTIONAL DESIGNER

TIBCO Software, May 2013 – Dec 2014

- Conducted performance gap and needs analysis for improved sales on-boarding and training
- Designed and developed sales enablement training for international sales force
- Formalized process for needs analysis, design, development, and evaluation of training

LEARNING AND DEVELOPMENT SPECIALIST

at Independence Blue Cross

NTT Data, Sep 2012 – Apr 2013

- Analyzed learning needs for ILT and e-learning curricula
- Designed and developed training for new insurance products
- Designed and developed health care reform e-learning curriculum to educate IBC employees (adapted for national training of all BC/BS employees)

INSTRUCTIONAL DESIGNER

Moberg Research, Inc., Sep 2008 – Sep 2012

- Partnered with SMEs and programmers to create reusable objectives, lessons, and assessments for medical education
- Surveyed and analyzed target audiences to identify learning needs and performance gaps
- Retooled existing content for new and updated programs