

lindsey shepard

L E A R N I N G & D E V E L O P M E N T L E A D E R

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profile

A diversely talented L&D leader with expertise in managing and developing creative solutions in a variety of industries. Advanced experience in program management, instructional video, content development, e-learning, and visual design. Superb attention to detail and strong interpersonal skills.

expertise

Content Management
E-Learning
Instructor-Led Training
Instructional Design
Intermediate Programming
Layout/Graphic Design
Leadership Development
Learning Architecture
Project Management
SCORM-Compliant Content
Storyboarding & Scripting
Video & Audio Editing
Virtual Instructor-Led Training

experience

SR. MANAGER, LEARNING DESIGN

Buff City Soap, 2021 - present

Develop and implement engaging, scalable, and agile learning experiences for 250+ store locations. Responsible for internal knowledge management of all training content. Establish and maintain standards for content design and delivery. Coach team members on best practices for learning design. Partner with cross-functional senior leaders, subject matter experts, and field reps to identify gaps in training programs and recommend solutions. Promote a culture of learning through a planned approach. Selected achievements:

- Conceptualized and directed the implementation of a monthly training webinar series focused on relevant topics to encourage the sharing of best practices through networking and building community with franchisees, currently with a 95% satisfaction rate among participants
- Increased viewership of training videos by 1200% since 2022 by releasing accessible, timely, and relevant content
- Increased training library resources (videos, job aids, webinars) by 73% since 2021
- Recognized company-wide by receiving a promotion from Learning Designer to Sr. Manager, Learning Design in September 2022

education

Master of Science, Instructional Design

Summa Cum Laude
*The University of
Southern Mississippi*
2011

Bachelor of Science, Technology Education

Magna Cum Laude
Mississippi State University
2008

LEARNING DESIGN CONSULTANT

Flocktuit, LLC, 2018 - present

Offer clients a full range of services to meet their unique needs. My learner-centric approach is rooted in adult learning theory and the latest research in cognitive science. Services I offer include:

awards

Excellence in Accountability, 2016
Excellence in Initiative, 2017

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technical skills

Design

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Canva
TechSmith Snagit
Office 365

E-Learning & Video

Articulate Rise
Articulate Storyline 360
TechSmith Camtasia
Vyond

Learning Management Systems

Absorb, Blackboard, Moodle
Skillport, TalentLMS, Workday

Programming

HTML, Javascript

professional affiliations & community leadership

Member

ATD Memphis
2011-current

VP of Marketing & PR

Newsletter Chair

Social Media Chair

ATD Memphis
2013-2015

Member

Memphis Learning Summit
Planning Committee
2012, 2013

Chief Organizer

FHS Class Reunion
Planning Committee
2013-2014; 2023-2024

experience, continued

- Training Needs Analysis
- Training Program Evaluation
- Blended Learning Strategy
- Curriculum and Course Design, including:
 - E-Learning Course Development
 - Classroom Instructor-Led Training (ILT)
 - Virtual Instructor-Led Training (vILT)
 - Performance Support
 - Narration/Voice-Over Talent

Some of my current and former partners include Fortune 500 clients such as Salesforce, St. Jude Children's Research Hospital, and Volvo.

LEARNING SPECIALIST III

ServiceMaster, 2015 - 2018

Developed and managed online, social leadership development program for 2,000+ learners.

Responsible for creating custom content, implementing a communication plan, and recommending incentives to encourage program participation. Consulted with leadership to ensure alignment with business goals. Worked directly with third-party vendors to develop, deliver, and evaluate training.

TRAINING CONTENT DEVELOPER

Baker Donelson, 2013 - 2015

Designed role-based learning solutions that drove business goals. Consulted with subject matter experts and peers to meet needs across multiple cross-functional teams. Managed client-facing design projects. Designed and managed intranet pages for training department and Firm initiatives. Assisted in establishing workflow procedures for department.

E-LEARNING DEVELOPER

Crew Training International, 2011 - 2013

Performed all aspects of instructional design process for eLearning and mobile learning projects. Determined optimal learning strategies on content including highly technical and soft skills training. Developed Flash-based learning animations and interactions.