EMILY WHITMER

CONTACT

📞 312.520.2934

📍 Denton, Texas

✉️ emily.whitmer@wnco.com

🌐 linkedin.com/in/emilywhitmer

EDUCATION

Michigan State University
Master's Degree Adult Learning

Alma College
Bachelor's Degree Psychology
Minors Gender Studies, Communications

CERTIFICATIONS

Certified Professional in Talent Development (CPTD)
Association of Talent Development (ATD)
2020-2026

Quality Matters APPQMR Certification
Quality Matters 2019

Instructional Design Certificate
Association of Talent Development (ATD)
2018

PROFESSIONAL CONTRIBUTIONS

Item Writer, CPTD Exam ATD (May 2024): link

Guest, TechSmith's The Visual Lounge Podcast (Mar 2023): link

Test Instrument Evaluator, CPTD Exam ATD (Sep 2022): link

Panelist, ELearning Designers Academy (Feb 2022): link

Speaker, DevLearn Managing Creative Teams Remotely: Fostering Trust, Candor, and Community (Oct 2022): link

ABOUT ME

Passionate Learning & Development professional and CPTD with over ten years of experience and a Master's in Adult Learning. Skilled in designing learner-centered solutions, leading cross-functional teams, and developing innovative content. Known for creating impactful learning experiences, fostering strong partnerships, and aligning solutions with business goals to drive performance.

WORK EXPERIENCE

Team Lead *People, Learning & Development & Legal*
Southwest Airlines, Learning & Development *(Nov 2023 - Present)*

- Led team of eight Designers, supporting design and development of ILT, vILT, eLearning, and blended solutions, impacting over 45,000 learners
- Facilitated Agile initiatives, managing project scope, timelines, and priorities to ensure the delivery of mission-critical learning solutions
- Provided strategy and leadership support to Design Committee of 18. Ensuring content quality, governance and accessibility standard support

Team Lead *Ground Operations Below the Wing & Cargo*
Southwest Airlines, Learning & Development *(Oct 2021 - Nov 2023)*

- Implemented Knowledge Management System to democratize knowledge, improve consistency, and support at least 30 active projects simultaneously
- Expanded team threefold, to meet project demands, supporting safety and driving performance within highly government regulated training space
- Innovated learning solutions to achieve business goals, including collaborating on winter ops application and expanding deice curriculum

Senior Manager of Education & Learning Technology
American Dental Hygienists Association *(Dec 2020-Oct 2021)*

- Led the creation of passive and active revenue streams through the innovation of new high-production learning products and services
- Strategic visionary of continuing education efforts, including LMS roadmap, online course development, accreditation, and virtual events.
- Conducted annual needs assessments to align learning initiatives with organizational strategic priorities, market trends, and budget forecasts

LMS Solutions Architect *Contract*
American Dental Hygienists Association *Chicago, IL (Mar 2020 - Dec 2020)*

- Designed, implemented, and customized Learning Management System serving approximately 100,000 end users
- Resolved issues and saved $200,000 by integrating a paywalled solution that streamlined customer learning and internal training needs
- Authored strategic plans for LMS implementation, business continuity, and long-term sustainability through effective integration and maintenance

EMILY WHITMER

STRENGTHS

1. Positivity
2. Individualization
3. WOO
4. Activator
5. Connectedness

SKILLS

- Learning Experience Design
- Instructional Design
- Adult Learning Principles & Methodologies
- Stakeholder Management & Collaboration
- Learning Needs Analysis
- Project Management & Prioritization
- Learning Technology & Authoring Tools
- Content Curation & Development
- Program Evaluation & Learning Metrics
- Curriculum Strategy
- Problem Solving & Creative Solutioning

AFFILIATIONS

The Learning Guild, *Member*

Association for Talent Development
National Member

Association for Talent Development
Dallas Chapter Member

SOFTWARE & TOOLS

- Articulate 360 Suite
- Adobe Creative Cloud
- PM Systems *Jira, Wrike, Asana*
- Learning Management Systems
- Data and Survey Tools

LANGUAGES

- Spanish
- Zulu
- Swati
- Xhosa

WORK EXPERIENCE CONTINUED

Instructional Designer- Enterprise *Center for Learning Experimentation Application and Research*
University of North Texas *(June 2019- December 2020)*

- Provided technical expertise, strategy and process development for implementing, evaluating, and managing 12 media-rich Learning Experiences in partnership with Coursera.
- Tested emerging technologies, initiatives, and trends to provide guidance and coaching for faculty
- Led cross-functional team in creating videos, virtual reality labs, and graphic design elements for nine credit-bearing eLearning courses and six Mass Open Online Courses (MOOCs)
- Applied copyright and accessibility compliance to mitigate liabilities and ensure usability of all content in portfolio

Learning Technology Supervisor
Rotary International World Headquarters *Chicago, IL (Aug 2016 - Jun 2019)*

- Hired, supervised, coached, and evaluated the Learning Technology Team of cross-functional talent spanning seven international offices
- Developed 30+ scenario-based eLearning courses in nine languages using the Successive Approximation Model (SAM), totaling 300 courses.
- Delivered quarterly in-person and virtual training on video editing software to global experts in 200+ countries, covering best practices, policies, and procedures in eight languages.
- Analyzed LMS reports to make data-driven decisions on digital solutions and strategic direction, focusing on user completion rates, organizational needs, and NPS.
- Led cross-functional teams, including the Webinar Resource Group, increasing webinar production by 20% and member participation by 10%, resulting in 120+ annual productions in nine languages.

Enterprise Project Visionary *Special Assignment*
Rotary International World Headquarters *Chicago, IL (Nov 2017 – May 2019)*

- Visionary of Enterprise Project to launch a new Learning Management System, including the establishment of business process, change management, CRM integration, enrollment rules, system architecture, and product roadmap based upon organizational goals and priorities
- Architect and tool owner of social learning feature designed for learners to curate, rate, and download learning materials in a personalized environment

International Assembly Training Specialist *Special Assignment*
Rotary International World Headquarters *San Diego, CA (January 2016)*

- Provided essential support, coaching, and technical assistance to 500 organizational leaders during the two-week international training event.