

Kelly Michael Stewart
Nashville, TN metro area

615 852 8344
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Portfolio/Work Samples: <http://www.kellystewart.com>

Instructional designer, project manager, web analyst, trainer, technical salesman, visualizer, and grammar mechanic in e-learning and e-marketing for software, technical services and healthcare companies

Technologies

- Instructional development: Articulate Storyline, Adobe Captivate, PowerPoint, iorad
- Learning management systems: Skillsoft SumTotal, HealthStream, ePath ASAP
- Design: Adobe Photoshop, Adobe Illustrator
- Animation and video: Adobe Premiere, Vyond
- Email marketing: MailChimp, Emma, Responsys
- Google Analytics

Experience

State of Tennessee Department of Health **9/2018 - present**
Business Analyst 5 – Sr. Instructional Designer (contract)

- Created online and print instructional materials as part of an opioid response task force
- Developed e-learning modules on Narcan/naloxone administration with Captivate
- Art director and project manager for nine separate drug overdose resource guides (print and online) distributed across the state, covering 46 counties and 73 percent of the population in Tennessee

Fresenius North America **2/2018 - 3/2018**
Senior Instructional Designer (contract)

- Responsible for creating e-learning training programs in Captivate for pharmacists
- Interviewed stakeholders and documented processes

CLEARresult **5/2017 - 11/2017**
Instructional Designer (contract)

- Developed job aids and online tutorials for the company's CRM software, a customized Salesforce implementation

naviHealth **3/2016 – 11/2016**
Instructional Designer (contract)

naviHealth, a Cardinal Health Company, provides post-acute care management services through partnerships with health plans and systems. Part of a twelve person Learning and Development team that developed content for internal naviHealth employees

- Developed e-learning courseware and supporting offline materials (instructor support presentations, job aids, reference guides) for high risk case managers in the field to better equip them to deliver more effective solutions for patient care and to reduce re-admissions to acute care
- Analyzed and implemented improvements to course presentation style
- One stop shop developing graphics, video, script writing, voice over, and interactive media
- Tools: Articulate Storyline, GoAnimate, and PowerPoint using adult learning principles

Sitel **10/2015 – 1/2016**
Senior Instructional Designer (contract)

Sitel provides outsourced call center services across the globe and spans multiple industries

- Developed e-learning courseware on the company's ERP implementation for internal finance and HR employees with Articulate Storyline in an agile, iterative work environment using adult learning principles
- Devised learning objectives and developed classroom instructor led materials

LKQ Corporation **11/2013 – 5/2015**
Instructional Designer (contract to hire)

LKQ is North America's largest provider of alternative collision auto parts, and a leading provider of recycled and remanufactured mechanical parts

- Developed e-learning courseware with Articulate Storyline, Adobe Captivate, GoAnimate, and PowerPoint for internal employees with an ADDIE process model using adult learning principles

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- Created software learning modules on Kronos and home-grown systems using Captivate
- Analyzed current instructor led training, documented processes, and implemented recommendations for improvement
- Oversaw the conversion/translation of Articulate Storyline courseware from English to Mandarin Chinese, Spanish, and French Canadian
- Supported corporate learning management system and library for global staff of 22,000 employees

Freelance Web Consultant **2001-present**

- Develop software and Web site strategy, including technical specifications, business needs, and user stories
- Create print and online software training tutorials and user documentation
- Conceived and produced HealthStream's LMS user tutorials with Adobe Captivate
- Staffed, developed test plans, and reported on outcomes for a quality assurance lab for HealthStream's systems
- Market client Web sites with SEO, email marketing, online ads, and follow-through analytics
- Organizer of the first BarCamp Nashville and a co-founder of PodCamp Nashville

iostudio (marketing agency) **2009-2011**
Interactive Reporting Manager

- Analyzed and reported on website, campaign, and conversion performance using Adobe SiteCatalyst (formerly Omniture SiteCatalyst), Google Analytics, RavenTools and MySQL
- Analyzed user experience, wrote software specs, and developed wire frame prototypes
- Social media strategy and reporting on social sentiment
- Wrote technical and training documentation including online

Responsys (marketing technology) **2007-2008**
Client Account Manager

- Responsible and accountable for all aspects of assigned book of clients
- Advocate for client's satisfaction, marketing strategy, and email metrics
- Grow revenue within assigned clients

Duthie Associates (e-learning agency) **2006-2007**
Project/Account Manager

- Project/account manager for clients such as HCA
- Managed development of e-learning content; directed writers, programmers, designers, and client subject matter experts
- Created software simulations and tutorials with Authorware in an agile, iterative work environment using adult learning principles

DigiScript (healthcare technology) **2005-2006**
Client Relationship Manager

- Project/account manager for pharma clients such as Wyeth Research, sanofi-aventis, and Abbott Labs
- Managed development of e-learning modules, live meeting captures, and audio learning programs
- Developed online help systems with Camtasia and Flash

SmartDM (now Acxiom; marketing technology) **2003-2004**
Senior Vice President & Product Manager

- Product manager for CRM/eMarketing software; defined, developed and documented business rules, system requirements, and software test plans
- Sales engineer for key prospects; wrote detailed responses to RFPs
- Developed and delivered computer training courses to sales staff at eleven NBA teams using group facilitation and presentation skills
- Led internal team that Forrester Research called a "Strong Performer" in 2004's The Best Email Marketing Service Providers
- Instrumental in landing clients such as Madison Square Garden and the NBA

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National Seating and Mobility (healthcare) 2003
Director of Training

- Led employee training department
- Developed online and offline training modules and tracked compliance

Anode (marketing and interactive agency) 2002
Director of Technical Services

- Managed programming, quality assurance, and customer support teams

Kana Software (marketing technology) 2000-2001
Senior Sales Engineer

- Developed and delivered custom demonstrations of Kana's CRM software to prospects
- Technical resource during sales process; wrote extremely detailed responses to RFPs
- Developed technical sales training programs and delivered to sales staff
- Instrumental in landing contracts with Sprint PCS, Citigroup, Cingular, LEGO, and BellSouth

HealthStream (healthcare technology) 2000
Producer, Live Webcast Events

- Product manager for HealthStream's synchronous, Web-based continuing medical education events
- Defined user requirements and developed detailed software specifications
- Developed and broadcast live, streaming media-based interactive courseware to physicians
- Managed multiple teams including thought leaders, commercial supporters, video producers, pharma marketing managers

HealthStream (healthcare technology) 1998-1999
Director of Sales

- Qualified leads, delivered onsite capabilities demonstrations, defined scope and budget, produced proposals, and managed accounts through project completion
- Landed several high-profile contracts including Searle, AstraZeneca, TCS (now Aspect), Harcourt, Glaxo Wellcome
- Developed print and multimedia marketing and sales training programs

HealthStream (healthcare technology) 1993-1997
Director of Interactive Development

- Managed custom website, CD-ROM, and online courseware development for clients including Columbia/HCA, MCI WorldCom, Bridgestone/Firestone, Fleetguard, Mosby
- Developed early prototypes of electronic medical record applications with Macromedia Director and other tools
- Established project scope, timeline, and budget for clients and sales department
- Recruited, interviewed, hired, trained, and managed production team members

Additional Accomplishments

- Founder and former Executive Director of Tails of the Trail®, a non-profit committed to shelter dog education and awareness.
- Contributed to several books including Electronic Marketing and Macromedia Shockwave for Director
- Interviewed for The New York Times, Wired, Web Developer magazine, San Jose Mercury News, Computer User, Nashville Business Journal
- Published articles in Brandon Hall's Multimedia & Internet Training Newsletter, The Journal for Instructional Delivery Systems, and Nashville Business Journal
- Garnered NewMedia INVISION and American Advertising Federation ADDY awards and projects have been featured on CNN and in Print and Graphis design annuals
- Speaker at industry events including Macromedia User Conference, MACWORLD, American Society for Training and Development, and Society for Applied Learning Technology
- Judge, International Technical Art Competition sponsored by Society for Technical Communication

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Education

Vanderbilt University, B.A., 1989, Self-designed interdisciplinary major grounded in Communications and Fine Arts; internship at Buntin Advertising; worked as graphic designer for the university student center