

# BROOKE WINSTON, M.S.

Raleigh, NC

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## SKILLS & COMPETENCIES

Strategic planning  
Program management  
Modular roadmapping  
Behavior change

Evaluation  
Adult learning theory  
Experience design  
Instructional design

Video production  
E-learning development  
LMS Administration  
Gamification

DEI  
Accessibility  
Microlearning  
ILT/vILT

## TOOLS & TECHNOLOGIES



## CURRENT ROLE



***Sr. Learning & Enablement Manager***

***2022-Present***

- Achieved 18.4% ROI with new Customer Education Program
- Saved \$181,000 annually in process improvement
- Slashed CSM enablement time by 50% YoY (2022-2023)
- Smashed annual benchmarks for product adoption < 30days post training (83% compared to 25% national averages of SaaS organizations Customer Education programs)
- Single handedly roadmapped and developed 6 certification pathways consisting of written content, elearning videos, ILT presentations, exercises, and quizzes
- Developed new SOPs for documentation and knowledge sharing company-wide
- Crafted marketing and evaluation plans to drive adoption and change management
- Spearheaded research and rollout of new LMS

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## PAST EXPERIENCE



***Sr. Learning Specialist / Program Manager***

**2022**

- Owned strategic evaluation, e-learning development, and standardization.
- Crafted a new certification training program (CTP) for 5 internal and client audiences.
- Led a group of 4 e-learning developers to create 70+ courses across 3 curriculums and 18 products.
- Implemented a design system in SharePoint to scale designs, guidelines, standards, assets, compositions, and patterns.
- Spearheaded creation of new intake, brainstorm, design, development, review, QA, and LMS processes.



***Learning Content Developer & Facilitator III***

**2019-2021**

- Owned training expertise for 15 unique software products, 25% of Availity's offerings.
- Managed training for 5 new client implementations, accounting for over 5,000 users.
  - Averaged 80% adoption rate and a 15% decrease in customer support calls related to the implementation.
- Designed, developed, and facilitated accessible, 508-compliant learning solutions in the form of instructor-led training, e-Learning courses, job aids, and performance support solutions.



***Learning & Development Specialist***

**2017-2019**

- Led a synchronous new-hire onboarding program for over 150 new employees over 13 months.
  - Onboarding program included extended EPIC software training, HIPAA compliance, and scenario-based role play and practical application opportunities.
- Facilitated internal professional and leadership development opportunities, such as Insurance 101 and Clinic Management for Supervisors.
- Developed continuous e-Learning videos using Adobe Captivate.

## EDUCATION & CERTIFICATIONS

M.S. Instructional Systems  
& Learning Technologies  
*Florida State University*  
2022

Professional Certificate,  
Instructional Design  
*Florida State University*  
2022

B.S. Information, Communication,  
Technology  
*Florida State University*  
2017