

Kelly Michael Stewart
Nashville, TN metro area

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

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, GoAnimate
- Email marketing: MailChimp, emma
- Google Analytics

Experience

CLEARResult **2017**
Instructional Designer

- Develop job aids and online tutorials for the company's customized Salesforce implementation

naviHealth **2016**
Instructional Designer

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 develops content for internal naviHealth employees

- Develop e-learning courseware 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
- One stop shop with graphics, video, scriptwriting, voice over, and interactive media
- Tools: Articulate Storyline, GoAnimate, and PowerPoint using adult learning principles

Sitel **2015**
Senior Instructional Designer

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
- Developed classroom instructor led materials

LKQ Corporation **2013-2015**
Instructional Designer

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
- Created software learning modules on Kronos and home-grown systems using Captivate
- Oversaw the conversion of courseware into multiple languages
- 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 (formerly RoboDemo)
- 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

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- 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
 - User experience analysis
 - Social media strategy and reporting on social sentiment
 - Technical writing 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 (eLearning 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 (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
- 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

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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

Director of Media Lab, Willis; Creative Development Specialist, Software Solutions & Support; Graphic Designer, Saturn Corporation; Creative Services Manager, Digital Image

1989-1993

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

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