

Kelly Michael Stewart
Nashville, TN metro area

615 852 8344
kelstew@gmail.com

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, GoAnimate
- Email marketing: MailChimp, Emma, Responsys
- Google Analytics

Experience

CLEARResult 2017
Instructional Designer

- Developed job aids and online tutorials for the company's CRM software, a 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 developed content for internal naviHealth employees

- Developed SCORM-compliant 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
- Developed courses and supporting materials from scratch with SME guidance
- One stop shop with graphics, video, script writing, 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 SCORM-compliant 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 SCORM-compliant 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/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 SCORM-compliant 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

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- 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
- 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)
Senior Sales Engineer

2000-2001

- 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)
Producer, Live Webcast Events

2000

- 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)
Director of Sales

1998-1999

- 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)
Director of Interactive Development

1993-1997

- 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