

STEPHANIE DYKE

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INSTRUCTIONAL DESIGNER & E-LEARNING DEVELOPER

Educational Content Development / Interactive Design / Writer / Experienced Facilitator

Experience in the following industries:

- ◆ Finance and Mortgage
- ◆ Hospitality / Hotel / F & B
- ◆ Maritime
- ◆ Retail
- ◆ Software / IT
- ◆ Direct Sales/MLM

PROFESSIONAL EXPERIENCE

INDEPENDENT CONTRACTOR, Oct 2004 – Present

SELF-EMPLOYED/FREELANCE – Reisterstown, Maryland

I have freelanced FT and PT for a variety of organizations since leaving my HR career in 2004. Initially self-taught, and eventually engaging in formal graduate studies for Instructional Design & Distance Education, I have designed/developed both classroom training and e-learning content, facilitated in the classroom and online, and administrated LMSs and LCMSs.

Freelance and independent contract projects have included: Flash- and HTML5-based interactive training content from conception to execution, live and synchronous distance education content development, script writing for interactive training content, voice-overs, graphic design and technical production for interactive training content, and editorial support for learning websites and web portals.

Select Current Clients:

- ◆ Univera, Inc.; Seattle, WA
- ◆ Davis Consulting; Mt. Airy, MD
- ◆ Mosaic Learning; Columbia, MD
- ◆ Learning Connects; Bolton, CT
- ◆ ICS Learning Group; Pasadena, MD

Select Previous Clients:

- ◆ National Elevator Industry Educational Program (NEIEP); Attleboro Falls, MA
- ◆ Medifast, Inc./Take Shape For Life, Inc.; Owings Mills, MD
- ◆ Maricopa County Community Colleges; Tempe, AZ
- ◆ The Jenks Group, LLC; Solana Beach, CA
- ◆ Maritime Institute of Technology & Graduate Studies (MITAGS); Linthicum Heights, MD
- ◆ University of Maryland University College (UMUC); Adelphi, MD
- ◆ Norwegian Cruise Lines America; Honolulu, HI
- ◆ BOMI International; Annapolis, MD
- ◆ Customer Service Experts; Annapolis, MD

DISTRIBUTED LEARNING DESIGNER, Nov 2011 – June 2015

TAKE SHAPE FOR LIFE, INC., A DIVISION OF MEDIFAST, INC. – Owings Mills, Maryland

Take Shape For Life is the direct selling division of Medifast, Inc. consisting of a network of over 12,000 Health Coaches. Medifast provides meal replacements for consumers seeking weight loss and healthy lifestyle solutions. TSFL Health Coaches provide free support and mentorship to Clients of Medifast.

Developed and deployed business training and leadership programs for Health Coaches. Reviewed, edited and organized existing content and maintained revision process for content. Maintained in-house learning content management system for training materials. Acted as system admin and partner liaison for co-branded education portal (Blackboard) with Villanova University. Acted as Training & Development team liaison for IT, web design and videography. Project-managed outsourced training content development.

Selected Achievements:

- ◆ Lead content developer and project manager for annual Live Certification events resulting in over 2,500 Health Coaches becoming successfully certified through a partnership with the MacDonald Center for Obesity Prevention and Education (COPE) at the Villanova School of Nursing
- ◆ Lead content developer and project manager for interactive courses aimed at increasing Health Coach productivity; analysis showed results of: 63% increase in Client acquisition and 10% increase in Health Coach sponsoring in the months following release of courses

CURRICULUM COORDINATOR/EDITORIAL TEAM LEADER, Sept 2007 – Nov 2011

ADVANCED EDUCATION SYSTEMS, D/B/A TRAININGPRO – Hunt Valley, Maryland

TrainingPro is the national leader in mortgage education and the preferred education provider for numerous state associations and large lenders/bankers/brokers.

Researched and wrote continuing education and pre-licensing curriculum for mortgage professionals. Reviewed, edited and organized existing and contracted curriculum content. Assisted IT team in management and update of learning management system. Ensured content compliance with statutory licensing requirements of state and federal regulators. Developed interactive activities and course assignments to support client learning objectives. Transitioned static content into Flash-based interactive format. Served as project manager for contracted writing assignments. Acted as subject matter expert for staff and client inquiries. Acted as team leader for Editorial team. Coordinated and facilitated online, instructor-led courses.

Selected Achievements:

- ◆ Managed development and deployment of online instructor-led asynchronous training program
- ◆ TrainingPro Performance Award Winner
- ◆ Developed test prep course resulting in a 75% client pass-rate on national exam – product reached \$1M in sales within 8 months
- ◆ Assisted in development and deployment of webinar-based synchronous training program

VICE PRESIDENT OF HUMAN RESOURCES, Sept 2003 – Oct 2004

UNITED EQUITY, LLC / SMARTTITLE, LLC – Towson, Maryland

United Equity was a woman-owned mortgage banker, specializing in nontraditional lending. SmartTitle was an affiliate providing title services for residential mortgage loans.

Was responsible for HR function including employee relations, benefits administration, compliance and training. Designed and trained management courses for company leadership seminars, providing skills and growth to inexperienced management staff. Responsible for M&A activities and B2B sales activities as they related to the HR Department. Supervised staff of reception/office management professionals.

Selected Achievements:

- ◆ Redesigned HR Department, bringing company into compliance with employment laws and other regulatory aspects of HR and growing organization from 75 to 225+ employees

FREELANCE PROFESSIONAL, Mar 2003 – Sept 2003

Provided editorial and consulting services to various clients including web content and marketing collateral development, training facilitation, recruiting services and effective HR business practice consulting.

HUMAN RESOURCES DIRECTOR, May 2001 – Mar 2003

4GL SCHOOL SOLUTIONS, INC. – Towson, Maryland

4GL School Solutions (now Spectrum K12 School Solutions) provides student achievement management software and consulting services to K-12 public schools.

Was responsible for developing and implementing all HR processes and policies. Managed professional development projects, including instructional design documentation for proprietary software applications. Supervised staff of three HR professionals and maintained extensive involvement with professional dev team, project management and executive staff.

Selected Achievements:

- ◆ Created HR Department, growing company from 25 to 165+ employees
- ◆ Saved company cost of outsourcing by taking on secondary role with Professional Development Team

HUMAN RESOURCES SPECIALIST, Apr 2000 – May 2001

PROMETRIC, THOMSON LEARNING – Baltimore, Maryland

Prometric is the leading global provider of comprehensive technology-enabled testing and assessment services.

Managed all aspects of HR for several business units, including a large contact center. Wrote policies and training programs for hourly employees and management staff. Conducted leadership training seminars for contact center management staff.

Selected Achievements:

- ◆ With assistance of on-site recruiter, cut contact center business unit attrition from 80% to < 45%
- ◆ Created several databases to effectively manage various aspects of the contact center business unit – processes were rolled out company-wide

EDUCATION & PROFESSIONAL AFFILIATIONS

Masters Candidate – Instructional Systems Development; Post-Bacc Certificate – Distance Learning, 2013

University of Maryland; Baltimore, Maryland

Professional Member, 2007 - Present

Association for Training & Development (ATD; formerly ASTD)

Certified Professional Behavior Analyst, 2005

Target Training International, Ltd.

Bachelor of Fine Arts, 1995

Virginia Commonwealth University; Richmond, Virginia

TECHNICAL SKILLS

- ◆ Specialized applications for Instructional Design, including: Articulate products (with strength in Storyline 2), Camtasia and Adobe Captivate
- ◆ Microsoft Office Suite, including: Word, Excel, Access, Powerpoint, FrontPage, Outlook and Publisher
- ◆ CMS administration, including Wordpress and Ektron; LMS management, including Litmos, and Meridian; enterprise/LCMS management: Blackboard
- ◆ Adobe applications, including: Illustrator, Photoshop, InDesign, Dreamweaver and Premiere