

Holly Jean Greene, MBA, MS

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Objective: Seeking to leverage my academic and professional experiences to deliver projects on time and within budget. One of the affordances of earning an MBA and MS in Instructional Technology is my ability to communicate in a clear manner with diverse stakeholders throughout the successful completion of a project.

Career Highlights:

- Project managed, designed and collaborated on an undergraduate face-to-face (F2F) organizational behavior course into a fully online asynchronous course using Articulate 360 and delivered via the Canvas learning management.
- Managed and collaborated on a video project that compares the student experience in a statistics course that was offered F2F, online and blended. Video posted on WCET educational website.
- Conducted internal & external customer trainings for Starbucks Coffee Company, Eastman Kodak Company and Learning.com.
- Managed Maryland's Department of Education's use of an educational product that assesses student tech literacy. Assessed 65,000 Maryland 7th graders, with a 95% product usage rate resulting in a 2nd year implementation.

| Management Skills | Technical Skills | Collaboration Tools |
|--------------------------------|---------------------------------|---------------------|
| Project Management | Articulate 360 | Google Suite |
| Team Leadership | Camtasia | Microsoft Suite |
| Enthusiastic Collaborator | Captivate | Slack |
| Written & Verbal Communication | Canvas, D2L & BlackBoard Design | |
| Public Speaking | Script Authoring | |

PROFESSIONAL EXPERIENCES

HollyJeanGreene.com: Denver, CO.

Project Manager and Instructional Designer: May 2018 – Current

Overview: As a sole proprietor, I manage projects and develop e-learning content for companies that operate in the private and public sector. A few examples include:

- Managing the design & development of an e-commerce course, offered online and asynchronously, for a community college. Tasks include managing deadlines, communication with stakeholders and instructional design.
- Designed a five-module course for a Fortune 500 company that specializes in providing executive leadership training to the private sector. Tasks include designing PowerPoint's and writing the script for the facilitator guide.
- Mapped a course outline for a client in the healthcare industry seeking to train managers on the fundamentals of instructional design. Tasks include identifying the fundamentals of design and the keys to managing the SME relationship.
- Designed course outlines, scripted trainer notes, designing PowerPoints and created F2F activities for a client in medical manufacturing.
- Developed e-learning content, such as scenario-based assessments and curating open source content, for a client's operating in healthcare and higher education.

University of Tennessee – Haslam College of Business, Management Department: Knoxville, TN.

Lecturer and Course Developer: May 2011 – Current

Overview: For eight years, I taught face-to-face courses in management, entrepreneurship, leadership, marketing and strategy. In 2016, I developed and continue to teach a course in organizational behavior which is offered online and asynchronously. Additional responsibilities include:

- ADDIE model used to develop organizational behavior (OB) course for undergraduate students. Learning objectives met through the use of interactive lectures, discussion boards, quizzes and online homework. Developed lectures using Articulate; authored video & audio scripts.
- Teach 600+ students/year in organizational behavior course (MGT 300) offered online and asynchronously.
- Designed multiple videos to help students and faculty navigate the Canvas LMS, authoring storyboards and audio scripts.
- Collaborate with faculty to hybridize and “flip” class. Innovations include the development of supplemental videos and peer-to-peer learning activities.
- Chaired Library and Information Technology Committee; member of the Faculty Senate.
- Instructor of principles of management course (MGT 201) completed by 800+ students/year.
- Instructor of leadership course (MGT 330) completed by 100+ students/year.
- Instructor of entrepreneurship course (ENT 451) completed by 50+ students/year.

Learning.com: Portland, OR / Knoxville, TN.

Project Manager: September 2008 – August 2010

Implementation Specialist: March 2005 – January 2007

Overview: Project managed the implementation of a statewide technology literacy assessment used by 65,000 7th graders. Additional tasks include remotely training educators on product use and best practices.

- Project Manager for the Department of Education’s use of an educational product that assesses student tech literacy. Assessment used with 65,000 Maryland 7th graders, with a 95% product usage rate.
- The success of this project resulted in a 2nd year contract.
- Led customer trainings on the use of products resulting in a 100% usability rate.
- Collaborated on training manuals for clients. Design of manuals guided by the principles of adult learning theory.

EDUCATION

Master of Science, Instructional Technology
University of Tennessee, Knoxville

Master of Business Administration
University of Tennessee, Knoxville

Bachelor of Art, English
University of California, Los Angeles

Certifications and Awards

- Finalist in the Association for Educational Communication and Technology’s (AECT) 2018 Instructional Design Competition. *At Bat For Customer Service* proposed an agile approach to the development of a customer service training program. One of only three teams invited to present at annual conference in Kansas City, MO.
- Quality Matters certified in Improving Your Online Course (IYOC).
- Flipped and Hybrid Teaching certificate
- Teaching with Cases Online certificate