

Melanie Larsen

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626.318.2663

Burbank, CA

Summary of Qualifications

- Engaging facilitator for small and large scale audiences, in-person and remote, domestically and internationally
- Passionate and creative blended learning professional
- Certified in the ADDIE model of training creation and revision
- Skilled instructional designer/developer with 16+ years of experience in integrating advanced and highly interactive learning techniques

Work History

SAG-AFTRA Health Plan

Remote / Burbank, CA

Instructional Design Program Manager

April 2020 – Present

- Awarded Employee of the Quarter (Q1 2021)
- Knowledge Base articles and job aids for various departments to streamline communications and provide transparency with P&Ps
- Created Webex and Rx Savings Solutions informative videos using Vyond, eliminating the need for external training needs and additional costs
- Designed and developed the COVID-19 Office Safety Guide to define expectations when returning the office
- Revised the Eligibility Job Task and EMS Reference Guides to support the Participant Eligibility department
- Managed the weekly employee newsletter (Backstage Digest) and contributed content articles/videos, including a five week series about wellness while working remotely
- Supported the admin responsibilities for the learning management system (LMS) through Bridge
- Provided intranet (Backstage) administration support, including the consolidation of Google Analytics reporting

VCA, Inc.

Santa Monica, CA

Instructional Design Program Manager

December 2014 – February 2020

- Designed and executed 2.5 day workshop with participants from around the US on a quarterly basis, providing opportunities to network with executives and department heads, attend department break-out sessions, and engage with the company in meaningful ways
- Developed a 2 day new hire orientation and communication workshop, resulting in improved employee engagement and satisfaction and improving new hire retention rates by 12.75%
- Created executive-level presentations for international audiences in Brazil, Japan, and China
- Designed and developed eLearning courses on various topics, impacting 900+ hospitals and 29,000+ employees
- Contributed to the award-winning LMS (Cornerstone RAVE award – Advancements in Reinventing Work – 2016)
- Actively involved in the Cornerstone Southern California User Group
- Designed and developed an interactive Clinical Studies certification program unlike any currently available in the veterinary industry, currently working towards releasing the curriculum program outside of VCA

Shield Healthcare

Valencia, CA

Corporate Trainer

June 2013 – August 2014

- Designed, developed, and delivered a year-long leadership series addressing 22 topics, such as leadership styles, communication skills, emotional intelligence, mentoring, change management, developing influence, motivation, and active/reflective listening (program customized for in-person and remote audiences)
- Facilitated and administered week-long new hire training events, reoccurring monthly
- Redesigned new hire training materials to target all learning styles, introducing interactive activities, presentations, and review models to accelerate long-term memory development
- Coordinated cross-departmental training events for 50+ employees at the headquarters and sales offices
- Organized an annual compliance training event for 350+ employees
- Reviewed 60+ Individual Performance Plans (IDPs) to schedule and document internal and external training requests

Pinkberry Ventures, Inc.

Santa Monica, CA

Training Program Manager

October 2012 – May 2013

- Facilitated weeklong leadership coaching sessions, targeting corporate and franchise Managers-in-Training
- Directed monthly job fairs, including a group interview process
- Introduced survey opportunities for a 360 approach to advanced leadership training program
- Coordinated training events and schedules for domestic and international representatives at the corporate headquarters and certified training store locations
- Assisted with major product launch training, including developing eLearning/print materials, impacting 135+ corporate and franchise stores
- Supported the General Manager Trainers during the in-store training events, job fair, and monthly conference calls to fulfill the objectives of the advanced leadership training program

Yahoo! Inc.

Burbank, CA

Technical Training Specialist III

March 2008 – October 2012

- Facilitated training sessions on-site in the US, India, Brazil, Mexico, and Canada
- Co-led a Train-the-Trainer program for the Ad Ops Subject Matter Experts (SMEs), resulting in reduced or eliminated travel expenses and instructor-led costs
- Established effective stakeholder relationships to support training needs and ensure successful outcomes
- Conducted Training Needs Analysis (TNA) sessions to lead training initiatives
- Designed interactive programs for Sponsored Search, Publisher, and Display policies for internal/external audiences
- Built the Ad Ops training program, including facilitator and participant guides, self-paced demos and simulations, eLearning courses, job aids, and process documents
- Developed the Tech Ops program, resulting in an average of \$2,700 savings per learner per year
- Maintained the Employment Training Panel (ETP) program, resulting in \$58,465 earnings at contract end
- Updated internal Twikis, providing easier access of information and open communication between departments

Other positions held at Yahoo!

- Senior Supervisor October 2007 – March 2008
- Lead Content Review Editor July 2006 – October 2007
- Senior Content Editor November 2005 – July 2006
- Content Review Listing Editor March 2004 – October 2005

Education & Certifications

Master of Arts, English
California State University, Fullerton
2010

Instructional Design/Development Certification
Langevin Learning Services
2007

Bachelor of Arts, English
California State University, Fullerton
2003

eLearning Instructional Design Certification
Association for Talent Development (ATD – formerly ASTD)
2010

Associate of Arts, Fine Arts
Citrus Community College
2001

Meditation Certification
Glendale Community College
2014

Software

- Microsoft Office Suite
- Articulate 360 products, including Storyline and Rise
- Vyond (previously GoAnimate)
- Adobe products, including Captivate, PhotoShop, Acrobat Pro, InDesign, and Connect
- TechSmith products, including Snagit and Camtasia
- Cornerstone and Bridge learning management systems (LMS)
- Website management tools, including WordPress, Wix, and Google Analytics
- Remote technology, including Microsoft Teams, Webex, Zoom, Slack, Blue Jeans

Volunteer Activities

- Yahoo! Employee Foundation (YEF) – Burbank Chapter President
 - Planned numerous events/activities, including employee-enhancement sessions, volunteer fairs, blood drives, charity events, and food/clothing drives
- Women in Tech Committee (Yahoo!)
 - Panel speaker addressing the challenges of achieving a meaningful work-life balance
- Burbank Community Emergency Response Team (CERT)
 - Participated in a comprehensive community training certification program to assist with emergency efforts, such as fire suppression, disaster preparedness, and search & rescue operations
- SAG-AFTRA Corporate Health Fair
 - Conducted 10 meditation sessions during the annual SAG-AFTRA health fair, focusing on various techniques to achieve deeper relaxation, improved focus, increased gratitude, and/or enhanced sensory awareness.