

# 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 Designer

April 2020 – Present

- Awarded Employee of the Quarter (Q1 2021)
- Developed 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
- Conducted Training Needs Analysis (TNA) sessions to lead training initiatives
- 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

### **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

Certified Tour Guide / Director

International Tour Management Institute (ITMI)  
2022

## **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.