

HAZEL CRESSLER

INSTRUCTIONAL DESIGN, TRAINING, AND ELEARNING

Kittanning, PA, United States • 724-664-7738 • hcressler@gmail.com • linkedin.com/in/hazelcressler

Highly motivated, creative, and detail-oriented instructional designer with over 8 years of experience in instructional design developing engaging and effective training, marketing, and eLearning materials and over 13 years of training, IT, and technical experience. Exceptional collaborative, written and verbal communication, presentation, and interpersonal skills.

SKILLS / Professional

- Knowledge of instructional design models
- Analysis, design, development, assessment, and evaluation of educational and training materials
- Learner engagement and motivation
- Needs analysis and curriculum development
- Project and time management
- Creative approaches to learning challenges
- Problem-solving and critical thinking

SKILLS / Technical

- SCORM compliant web-based training creation with Articulate Storyline 360, Rise 360, Captivate, and Camtasia
- CMS and LMS administration (Absorb, Skillport, Percipio, Joomla!, and Moodle)
- Graphic and media design with Adobe Photoshop, Illustrator, and InDesign
- Video and audio editing with Adobe Audition, Soundbooth, Premiere Pro, and Sound Forge
- Development with Adobe Acrobat Pro, Microsoft Word, Excel, and PowerPoint
- Web design using Adobe Dreamweaver, HTML 5, CSS 3, and basic JavaScript
- Data management and analysis
- Proficient in virtual learning with WebEx and Teams
- SharePoint site creation and management
- Systems implementation

WORK EXPERIENCE

SR. LEARNING EXPERIENCE MANAGER Monique Burr Foundation for Children. / Jacksonville, FL / January 2022-Present

Works collaboratively with team members and subject matter experts (SME's) to design and develop high quality and engaging courses and learning materials for adults and children that support MBF's mission to prevent child abuse. Maintains the learning management system including generating reports and batch enrolling new MBF facilitators.

- Managed a team of employees, consultants, and a research team to create a new curriculum for students with intellectual and developmental disabilities.
- Worked with subject matter experts to create five online training programs designed to educate parents and other adults in the community about child abuse, online safety, child sexual abuse, human trafficking, and online sexual exploitation.

SR. ONLINE INSTRUCTIONAL DESIGNER Federated Hermes, Inc. / Pittsburgh, PA / April 2019-January 2022

Worked collaboratively with team members and subject matter experts (SME's) to design and develop high quality and engaging online courses and learning materials to support in-class and eLearning. Created standardized operational procedures. Provided technical support and customer service for course and LMS issues. Conducted and moderated live training and webinars. Analyzed new technologies and leveraged best practices to continuously improve training programs. Developed conceptual and detailed design documents, project plans, and storyboards. Wrote effective, clear, and concise copy and scripts. Published and curated online courses and materials and managed three LMS sites including Federated Hermes' internal LMS, the Responsible Investing Institute, and an LMS for TexPool. Managed compliance requirements for TexPool – the largest and oldest local government investment pool in the State of Texas.

- Worked with Marketing team to incorporate new Federated Hermes branding into training programs.
- Managed two new LMS implementations – one that included working with vendor and IT team to integrate HRIM database system, implement single sign-on, migrate data, publish and curate content to new platform, and create a communication plan for employees.
- Trained and mentored new Organization Development staff.
- Worked with a London-based company to create a series of modules on ESG investing and helped implement Federated Hermes' Responsible Investing Institute for a network of global financial advisors.
- Created formalized procedures for testing and publishing online courses and LMS administration.

ONLINE INSTRUCTIONAL DESIGNER

Federated Hermes, Inc. / Pittsburgh, PA / April 2015-April 2019

Designed and developed training materials and eLearning. Conducted virtual and live training and webinars. Wrote effective audio/video scripts. Managed, ran reports, and provided technical support for the administration of the Learning Management System. Trained Organization Development staff on new design software.

- Collaborated with the Information Security Group to create an international cyber-security campaign.
- Helped redesign Federated Hermes' employee recognition program by creating materials, developing a SharePoint site, and train managers and employees.
- Collaborated with Marketing and Product Development to create a series of podcasts for Sales.

EBUSINESS MEDIA MANAGER

Allegent CFCU / Pittsburgh, PA / January 2010-April 2015

Worked with subject matter experts to design, develop, and implement training materials and present instructor-led training. Successfully collaborated with Marketing to create brochures, print and online ads, newsletters, emails, and web pages. Managed and trained IS staff. Prepared and conducted employee performance evaluations.

- Developed and implemented a four-day, instructor-led training program on basic computer skills resulting in a 50% reduction in basic troubleshooting calls.
- Proposed and designed a company intranet using Joomla!, Captivate, and Moodle to provide employee training.
- Created online module to instruct members on a new online banking system.
- Headed a project to merge with another credit union, resulting in over 2,000 additional accounts.
- Helped design and structure six new checking accounts, resulting in an increase of almost \$16 million in checking account deposits and two new Visa® credit cards, resulting in over \$1 million in new credit in one year.

INFORMATION SYSTEMS SPECIALIST

Allegent CFCU / Pittsburgh, PA / February 2002-January 2010

Designed print and online marketing pieces. Maintained the corporate website. Provided employee training on processing systems. Developed documentation for policies and procedures. Maintained database and ran daily data processes. Ran daily, weekly, and monthly reports for all departments and prepared data files for import.

- Project lead and website designer for the redesign of the corporate website in 2007. Collaborated with all departments to ensure accuracy and smooth adoption of new site. Completed project in less time than anticipated.
- Headed a project to increase opt-ins for overdraft protection resulting in an increase of 32% of enrolled accounts. Project included setting goals, creating materials and procedures, setting project timelines, and training staff.

E D U C A T I O N

MASTER OF SCIENCE IN EDUCATION

Instructional Technology

Saint Joseph's University / Philadelphia, PA / 2009-2011

BACHELOR OF SCIENCE IN EDUCATION

Dual Major in Elementary Education/Special Education

Slippery Rock University / Slippery Rock, PA / 2003-2008

Certifications: Instructional I Elementary K-6 | Instructional I Special Education N-12 | Educational Specialist I Instructional Technology