

SARAH ASHLEY

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Learning Design & Development Specialist

Self-motivated, driven eLearning and IT professional with over 12 years in instructional course design and development, LMS administration, course and user management, G Suite experience, 7 years Kaltura Video Platform Administration, over 20 years training delivery experience. Project Management using MS Project, Asana, Trello, and Slack. Proven track record of excellent collaboration with Product Vendors, internal and external IT Teams, to support integration of web and learning technologies, track product roadmaps, versioning, feature updates, system maintenance, bug fixes, and analyze the impact of mock implementations to communicate change management. Strive to provide outstanding user support. Work very well with global, remote & local teams; Fast learner, passionate about what I do. US Citizen.

RELEVANT TECHNICAL SKILLS

Project Management - Slack, Trello, Asana, MS Project, Gantt

Office Productivity - G Suite, MS Office, Office 365, Libre Office, iWorks - Pages, Numbers, Keynote, Dropbox, Box

CRM & Support Ticketing - ServiceNow, Salesforce, HubSpot, CiviCRM

Video Creation & Editing - Kaltura, Camtasia, Snagit, Jing, Screencastify, Loom, Screencast-o-matic, Final Cut Pro, Vyond

Graphic, Web Design & Development - Adobe CC, Photoshop, Illustrator, InDesign, InVision, Dreamweaver, WordPress, SSL

Programming & Scripting - PHP, VB.Net, HTML+CSS, JavaScript, jQuery, Bootstrap, MySQL, WAMP/MAMP, CLI Unix, FTP

eLearning Design & Development - Camtasia, Adobe Captivate, Articulate 360, iSpring, H5P, Respondus, VoiceThread

Learning Management Systems - Moodle, Totara, IOMAD, Blackboard, Sakai, Canvas, SeerTech, LearnWorlds

Learning Technologies - SCORM, LTI, AICC, xAPI, LRS

Video Conferencing - Zoom, BlueJeans, JoinMe, GoToMeeting, BigBlueButton, Adobe Connect, AnyMeeting

RELEVANT WORK EXPERIENCE

Dean of Online Education (Consultant), Missional University, SC

June 2017 - present, as needed

Volunteer consultant at new global 100% online startup Christian university, helping with school launch

ELEARNING COURSE DEVELOPMENT & PROJECT MANAGEMENT:

Directing the Course Development process across the whole institution

- Using Slack to manage human resources (faculty/professors) developing courses for certificate programs
 - Each course gets a private Slack channel with access for assigned instructor, school's Dean, and the school's Educational Technologist to collaborate on the build process, homework ideas, course assets, syllabus, course outline, course videos, and more
 - Public Slack channels available for university-wide knowledge sharing, encouragement, support, brainstorming, and positive energy
 - Integrations with Google Drive, WordPress, and Trello makes Slack a one-stop-shop for our work
- Track course assignments, projected start & end dates, and actual progress with Trello and Google Sheets
- Set up automated email-based follow-ups in CRM to track faculty's progress with course development, or lack thereof, for informed decision-making for Go-to-Market planning and implementation
- Report on Course Development Status to Academic Affairs Council
- Set up learning paths on LMS to track and report achievement of competencies and completion of programs

LMS ADMINISTRATION WITH G SUITE INTEGRATION:

Collaborate with IT Team on administration, configuration, maintenance and change management for 7 Moodle LMS sites

- Conduct testing of LMS version upgrades in development environments for impact analysis
- Advise on LMS and plugins upgrade paths based on compatibility with existing 3rd party plugins and integrations
- Integrated university's G Suite into LMS to provide seamless 1-click login experience and easy file sharing
- Provide G Suite Training as part of new faculty and staff onboarding

AGILE TEAM LEADERSHIP:

Lead the Office of Online Education, managing 4 volunteer educational technologists

- Manage project life cycle sprints, task assignments, time estimates, build progress and completion through Trello
- Communication via private and public Slack Channels designated to specific Design and Production Teams
- File sharing and collaboration on common documents via Team Google Drive
- Run meetings via Google Meet

VILT & SELF-PACED TRAINING DEVELOPMENT & DELIVERY:

Design, develop, implement, and evaluate modular training on various skills and tools for faculty, staff, and students

- Train globally located faculty how to build online courses aligning curriculum goals with university competencies and course objectives
- Train faculty and students how to use Moodle LMS for online teaching and learning respectively
- Curate and manage content for faculty, staff, and student orientations
- Work with HR Director to receive newly hired and onboarded faculty for orientation & course development training

VIRTUAL GLOBAL CONFERENCE TECHNOLOGY SETUP, MONITORING & SUPPORT:

- Advise on appropriate web technologies and supporting infrastructure to be used for bookstore and conferences
- Customize WordPress sites and Moodle LMS instances for various events and use-cases across the institution via CSS, HTML, and PHP; perform installation and configuration of relevant plugins for the specified purposes
- Monitor and support attendee access to conference sites prior, during and after the event
- Provide tech support to conference speakers and attendees

OPEN Training Clips (Kaltura) System Administrator, Red Hat, NC

December 2017 - July 2019

System Administrator for Kaltura Video Platform used to host Online Partner Enablement Network (OPEN) Training Videos. Worked across IT, Marketing and Brand divisions to stand up new Video Enablement Platform for Red Hat global partners.

TRELLO & ASANA FOR PROJECT MANAGEMENT:

Used simple workflow to track backlog of pending tasks, active tasks, tasks awaiting feedback, and completed tasks

- Used CSS & HTML to brand the vanilla Kaltura platform, saving my department thousands of dollars on design implementation costs that would have gone to external design company, and cutting time to go-live date.
- Daily administration of the partner-facing video platform, managing user access, privileges and role-based permissions for contributing, moderating and managing assigned channels and categories of video topics.
- Generated monthly and ad-hoc System Reports & Usage Analytics.
- Curated video content from multiple sources and managed the master inventory file via Google Sheets.
- Collaborated with internal and partner-facing LMS Teams on delivery of video content to those audiences.
- Consulted on go-to-market (GTM) strategies for various teams that want to reach targeted global partner audiences via the Video Enablement Platform.
- Worked with Platform Vendor on business requirements, implementation, roadmap features, and support needs.
- Delivered online instructor-led training and just-in-time video tutorials for internal SMEs located globally - on how to record and publish sales, sales engineering, and technical enablement videos
- Collaborated with internal team and external design vendor to develop a Mobile App to deliver the video content

G SUITE FOR INTERNAL ENTERPRISE-LEVEL FILE MANAGEMENT & COLLABORATION:

- Used Google Docs, Sheets, Slides, and Drive to create training documentation and system administration documentation for easy sharing with or content creators, consumers, administrators and help desk team
- Integration with Slack allowed easy tracking of shared documents, feedback, and items requiring further action

SLACK & GCHAT FOR COMMUNICATION BETWEEN INTERNAL TEAMS & GROUPS:

- Channels for departments, teams, projects, and some products
- Integrations with Google Drive, Trello, and SmartSheets

HELP DESK AGENT FOR O.P.E.N. LMS, LINUX ADMIN COURSES AND LINUX HANDS-ON LABS:

- Provided technical support to global partners in collaboration with Lab Technicians, Course Developers, IT teams, and Regional Managers to resolve partner issues with Linux Administration courses, using:
 - Salesforce, ServiceNow, SeerTech LMS, SCORM Cloud, OPENTLC, Red Hat Product Demo System

Brought onboard to assist the university's and University Hospital's transition from the Angel LMS to a self-hosted Moodle LMS instance for over 20,000 users, managed by a Moodle LMS Partner Vendor.

PROJECT MANAGEMENT VIA MICROSOFT PROJECT:

- Tracked my responsibilities in the Migration SLA, for tasks like running a test migration of sample courses to evaluate transfer accuracy and compatibility, assess any data loss and advise on migration strategies and best practices to reduce the risk of data loss on a wider scale during the full migration in production environment
- As the LMS Training and Support Lead for the university-wide LMS Training SLA, I scheduled, assigned trainers to locations, delivered training, and evaluated the process, school by school, department by department in close collaboration with department chairs and deans of the five schools involved for a smooth transition to the new LMS. I tracked training location and training topic assignments for trainers, scheduled training dates, and the status of training completion at the department and school levels.

INSTRUCTIONAL DESIGN:

- Worked with instructors to design universally accessible courses with clear learning goals and activities targeted at achieving desired competencies, integrating learning tools like Respondus, Kaltura, VoiceThread, H5P, Adobe Connect, Turnitin, and LTI content

ELEARNING TRAINING & DOCUMENTATION:

- Designed, scheduled, and delivered training for faculty & staff in all schools and departments across 3 campus locations, on academic and media technologies within and outside of Moodle LMS. Developed, and maintained training materials and video tutorials with closed captions.

LMS FRONT-END ADMINISTRATION & SUPPORT:

- Created academic and non-academic course shells and user accounts, designed solutions for complex user access, enrolled users, developed custom reports, as needed.
- Supported faculty, staff and students, and University Hospital Staff in their use of Moodle, and other non-LMS instructional technologies, troubleshooting and resolving technical issues; change management.

CUSTOM LMS DEVELOPMENT:

- Collaborated with programmers, LMS and Learning Tool vendors to customize UI and LMS theme, and enhance features of LMS via curated plugins or PHP/MySQL programming to extend the functionality of existing tools; installed plugins and configured LTI integrations, including Merck Science Course Modules

WEB DESIGN & SITE MAINTENANCE:

- Maintained departmental website on WordPress, and departmental social media sites.

EDUCATION

- **M.Ed. in Instructional Technology** - East Stroudsburg University - East Stroudsburg, PA 2006
- **M.S. in Computer Science** - East Stroudsburg University - East Stroudsburg, PA 2005
- **B.S. in Computer Science** - Kwame Nkrumah University of Science & Technology - Kumasi, Ghana 2000

CONFERENCE PRESENTATIONS

2016 Mini iMoot (Nov 2016)

- [5 Creative Uses of the Database Activity in Moodle](#)

Moodle Moot US 2016, Los Angeles, CA (June 21 - 23, 2016) *Invited back to present updated topics from 2015 Moot*

- Innovative Uses of the Database Activity
- Custom Forum Activity Reports

iMoot 2016, Online International Moodle Conference (May 2016)

- [Peer Reviews, by hook or by crook...mostly the latter](#) (focus on Workshop Activity in Moodle)

Moodle Moot US 2015, Minneapolis, MN (Aug 4-6, 2015)

- [Creative Applications of the Database Activity](#) - 6 min Pecha Kucha presentation
- [A Custom Forum Activity Report](#) - 6 min Pecha Kucha presentation

OTHER WORK EXPERIENCE

Learning Technology Lead & Consultant, The Academy for Health Coaching, UK *June 2016 - as needed*

- Installed, configured, customized and managed the Academy's LMS that hosts online instructor-led courses
- Successfully migrated entire Moodle LMS site from previous hosting provider to a new one;
- As needed:
 - Create user accounts, enroll users, create course shells and templates
 - Work with SME to design universally accessible course content;
 - Develop training materials to support learners;
 - Plan, schedule, and perform LMS version upgrades based on learning technology compatibilities

eLearning QA Specialist Consultant, Depart Smart Inc., MN *August 2017 - as needed*

- Installed, configured, and implemented open source Moodle LMS to host SCORM course, which was not saving user data in previous LMS; all data entered by user saved successfully in Moodle proof-of-concept site.
- Implemented Moodle Portal solution for licensing the eLearning Course to high-level organizations through multi-tenancy LMS.
- Create white-labeled custom-branded themes for each organization's portal, using HTML, PHP and CSS.
- Set up E-Commerce solution via company's WordPress site to connect customers to LMS after purchase, along with Coupons System to allow offering of promotional discounts, improving customer experience.
- Helped provide product-visibility to 2+ Million Moodle users by suggesting submitting the organization's story as a Case Study for Moodle HQ, which was accepted and [published as a Moodle Case Study](#)

Moodle LMS & SCORM Support Specialist, EnCompass LLC, MD *July 2017 – September 2018*

- Using CSS, resolved problems with Moodle UI that had caused grading and user management functions to become unavailable to site administrators and course level managers and teachers.
- Identified source of grading problems with SCORM Modules and recommended solutions, which were implemented to resolve the problem and improve the end-user experience by 90%.
- Set up automation conditions to drip-feed the content based on date, time, and achievement of various grade requirements.

Moodle LMS Consultant, RT Board Review, NJ *August 2017*

- Successfully upgraded client's Moodle LMS version 2.9 site to the then latest Moodle 3.3 version.
- Customized 3.3 Moodle theme (using HTML & CSS) for upgrade as the 2.9 theme was incompatible with latest Moodle release.
- Performed analytical troubleshooting and resolved email issues with Moodle site not sending out emails.

Instructional Technology Specialist, Drew University, NJ *January 2007 - February 2012*

- Consulted with faculty and other SMEs to analyze curriculum objectives to design, develop, implement and evaluate learning content for online and hybrid courses delivered on Blackboard and Moodle LMS.
- Delivered skills training for faculty and SMEs on instructional technology tools.
- Created JIT Video Training Library on various eLearning Topics, recording using Camtasia Studio, editing and producing video playlists with interactive and searchable Table of Contents.
- Mentored 3 instructional technology interns from my Graduate School program who needed field experience.
- Delivered Adobe Dreamweaver & Photoshop training for design and development of course-related infographics, web pages, and custom eTextbooks authored by professors.
- Taught group-based and one-on-one faculty development workshops for extended course design and development to implement learning modules with measurable goals and universal design standards.
- Performed troubleshooting, resolved technical issues with excellent support and communication skills.