

JENNIFER MCKENZIE



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Jmckresume.com

SKILLS

- Learning and Development
- Adult Learning Theory
- Project Management
- Program Implementation
- Relationship Building
- Strategic Planning
- Stakeholder Collaboration
- Budget Oversight/ recognition
- Dashboards and Reporting
- Communication
- Creative Problem- Solving
- Data Analyst
- Adaptable
- Continuous Improvement
- Team Leadership
- Event Management
- Vendor Management
- Multi-Media Production
- Brand Management
- Account Management
- Risk Management
- Learning Governance

TECHNOLOGY:

- Smartsheet
- BrandFolder
- Microsoft Office Products
- Adobe Creative Cloud
- SumTotal
- Wellsaid
- Vyond

OBJECTIVE

Experienced Learning and Development leader adept at driving innovation in a fast-paced environment. Proven track record of implementing creative learning strategies and fostering stakeholder relationships. With over 5 years of team leadership experience, I bring strong project management skills and personality to the table. Seeking a role in learning and development to drive impactful initiatives.

EXPERIENCE

Senior Smartsheet Developer

May '24 to Present

Citigroup

- Creating and maintaining standardized and customizable templates, workflows, and best practices for 80 countries.
- Reviewing and enhancing existing processes to maximize efficiency with well-defined country requirements.
- Leading change management efforts during Smartsheet adoption period.
- Developing Smartsheet introductory training.

Manager of Instructional Design

Jul '20 to Mar '24

American Airlines

- Managed the end-to-end development of learning programs, leading a team of 4 designers through the creative production process.
- Identified organizational needs by building strong relationships with stakeholders across departments, aligning those needs with business objectives to drive impact and meet learning requirements.
- Defined resource allocation strategies based on project requirements, business objectives, and learner needs, ensuring optimal prioritization of projects and efficient utilization of team members across multiple initiatives.
- Directed cross-functional teams to connect learning efforts, fostering collaboration and communication. Which led to the creation of the "Learning Lab," where 200 learning professionals convened for a one-day conference hosted and directed by my team.
- Led the implementation of enterprise learning programs in partnership with the Learning Solutions team to enhance the learner experience.
- Analyzed program effectiveness through KPIs, using data to inform and communicate recommendations for continuous improvement.
- Managed financial planning, forecasting, and monitored program budgets to ensure alignment with business goals.
- Championed diversity and inclusion efforts across learning initiatives, ensuring diverse representation and perspectives.
- Cultivated a culture of innovation, which led to the team's upskilling of multimedia offerings.
- Streamlined processes by implementing Smartsheet, resulting in a 67% improvement in operational efficiency.
- Motivated exceptional performance from team members, contributing to the successful completion of an average of 175 learning projects annually.
- Negotiated favorable contracts with vendors and directed the RFP process, leading to a successful vendor review and selection of a new agency of record.

EDUCATION

University of Tennessee –
Knoxville Bachelor of
Communication, Advertising,
12/2003
Minor: Psychology

CERTIFICATIONS

RIGHTstart Program, Harvard
Business Publishing Corporate
Learning, 2021
Core Product Certified,
Smartsheet, 2022

Sr. Learning Architect

Oct '18 to Jul '20

American Airlines

- Initiated an internal marketing campaign to drive in engagement with our LXP, which increased employee engagement by 40%.
- Directed cross-department collaboration to orchestrate an in-person class for advanced facilitator skills.
- Met training needs by developing and improving training strategies to meet demands.
- Anticipated risks and implemented mitigation strategies to minimize impact on deliverables.
- Identified training needs by developing and implementing needs analysis.
- Created and maintained budgets, ensuring cost-effective use of resources.
- Supervised project timelines and budgets effectively, ensuring successful completion.

Sr. Recruitment Marketing Strategist

Jul '16 to Oct '18

American Airlines

- Implemented, established, and cultivated a talent network (CRM)/community.
- Established a targeted media strategy that drove a 300% increase in application volume year over year (YOY).
- Enhanced candidate experience, leading to the company's first-ever CandE Award.
- Established and marketed the company's first-ever exclusive military career expo.
- Played a key role in the SAP/SuccessFactors full HR suite implementation team.

Regional Director of Media

Jan '07 to Jul '16

TMP Worldwide

- Contributed to the new business pitch team, securing three Fortune 500 company accounts.
- Drove consistent revenue growth through strategic planning.
- Enhanced client satisfaction through tailored media strategies.
- Collaborated with senior leadership on business modeling for critical accounts.
- Optimized advertising campaigns with thorough analysis and market trends.