

RACHEL ADAMS-HOWARD

Instructional Design & eLearning

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Instructional Design and Technology Master's Degree, with experience in adult training, graphic design, professional video editing, motion graphics, non-profit volunteer management, and event production/planning

WORK EXPERIENCE:

Patel, Greene & Associates

Instructional & Multimedia Designer (Jan 2023 - Present)

- Create instructional design materials and course development for HR and technical training
- Manage the Talent Learning Management System and course library
- Develop graphics for proposals, collateral, social media posts, websites, and presentations
- Produce videos for internal/client use on web, social media, and podcasting
- Support PGA's marketing and peer review of marketing materials and resume/proposal production

Girl Scouts of Citrus Council

Team Lead Recruitment Manager (2016 - 2019)

Product Department Manager (2019 - 2020)

- Trained new Recruitment Managers and Lead Volunteers for membership training and new troop creation, along with yearly refresher courses with updated national initiatives and yearly goals
- Created New Leader orientation books and materials for onboarding new Troop Leaders
- Updated training for the Product Department for both Fall Product and Cookie sales, including rebuilding training manuals and presenting in-person training sessions with community adult members
- Established ties with local schools, libraries, community centers, and businesses to schedule, advertise, plan, present, and run events to collect viable leads for membership growth and training sessions

FOX Sports (Sun Sports/FSN Florida)

Creative Services Video Editor (2005 - 2009)

- Creation of commercials for major league games, contests, sales presentations, and station promotion
- Used traffic logs to plan priority of projects and their completion
- Editing, graphic design, revisions, sound mixing, script-writing
- Contacting national master controls with tape feed information, and daily overnight shipping.

Dynetech

Corporate Event Planner (2004 - 2005)

- Event management in three large cities with multiple events in each city, each week
- Building traveling files for Sales Teams, budgets, and maintaining multiple vendor relationships
- Rentals, contracts, networking, area research, and price negotiation
- Creating summary evaluation reports and records of reviews of vendors/hotels
- Adjusting events each week to increase attendance through multiple venues, and travel accommodations

KNBN, Rapid Broadcasting

Promotions Manager (2002-2004)

Promotions Editor (2001-2004)

Master Control Operator (2000-2001)

- Implementation of all promotional aspects of KNBN, KKRA, and KAUN
- Managed event planning, public relations, studio tours, and community projects
- Commercial traffic, spot placement, quarterly network paperwork, spot contracts, & discrepancy reports
- Digital video editing, graphic design, script-writing, photography, camera work

PROJECT/FREELANCE INSTRUCTIONAL DESIGN & EDITING WORK:

ADED: The Association for Driver Rehab Specialists

Freelance Instructional Designer & Video Editor | June 2023 to Present

- Creation of ID courses for training and education of CDRS trainers
- Design, course content, layout, knowledge checks, and distribution for LMS

2023 Professional Golf Association (PGA Tour) Show Conference Promotional Videos

Freelance Producer & Video Editor for CNTV | December 2022

- Produced three promotional videos for 2023 PGA Show Orlando Convention
- Scripting, video editing, graphic design, audio, and distribution

IVECCS Conference Training Videos for Staff & Moderators

Freelance Producer & Video Editor for CNTV | September 2022

- Produced two instructional videos for CNTV to use at the 2022 IVECCS Convention
- Scripting, shoot production, video editing, graphic design, audio, and distribution

Girl Scouts of Citrus - Member Support Lead: Interest Training & Contract Fulfillment

Freelance ID for Girl Scouts of Citrus | June 2022

- Created online training and contract fulfillment for GSCC to use for volunteer positions
- Interactive design using Adobe Captivate, content, storyboards, graphic design, and quiz creation

Eliza's Adventure - Children's Choose Your Own Adventure Interactive eBook

Creation for distribution to PreK-2nd Classrooms | April 2022

- Creation of an interactive multi-path storybook for young children for purchase
- Author, graphic layout, storyboards, interaction mapping, and content creation

EDUCATION:

Master of Science - Instructional Design & Technology

Full Sail University | 2022 | Valedictorian 4.0

Course Director Awards in Media Asset Creation & Instructional Design & Evaluation

Bachelor of Science - Mass Communications

Black Hills State University | 2000

Student Volunteer of the Year 2000, Young Alumni of the Year 2010

SKILLS:

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|------------------------|-----------------------|---------------------|--------------------|
| • Articulate Rise | • Adobe Photoshop | • Adobe InDesign | • Genially |
| • Articulate Storyline | • Adobe Premiere Pro | • Adobe Illustrator | • Canva |
| • Camtasia | • Adobe After Effects | • Adobe Audition | • Podio |
| • TalentLMS | • Adobe Captivate | • Adobe XD | • Microsoft Office |