

MARTIN SCHNEIDER

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WWW.LINKEDIN.COM/IN/MRSCHNEIDER

SUMMARY OF QUALIFICATIONS

An Instructional Design Specialist with eight years of adult learning and multi-media tool creation experience, specializing in learning experience design, needs analysis, workshop facilitation, and program management.

WORK EXPERIENCE

Instructional Design Specialist

Management System Design Consultant/Career Coach

Careerminds

January 2021 – November 2021

December 2018 – December 2020

Philadelphia, PA

- Managed, maintained, and updated a customized online Learning Management System, including a 20-step online training program, as part of the five-member operations team of a nationwide HR outplacement firm serving thousands of recently laid-off workers across five countries.
- Drafted, updated, tested, and deployed dozens of multi-media training materials, programs, templates, and resources designed to train thousands of jobseekers on essential skills, including voiceover work for videos.
- Conducted need analysis to determine learning goals and develop training and tool-based solutions in congruence with the ADDIE model of design, including evaluations of program success.
- Developed and conducted regular content audits, surveys, and other needs assessments to identify content gaps and confirm the effectiveness of existing learning strategies.
- Oversaw a total revamp of online learning and training processes, which included surveying clients and staff, developing new structures and layouts, and creating a new communications strategy.
- Created, edited, and implemented multiple types of learning content, including instructional videos, webinar programming, lectures, podcasts, blog posts, questionnaires, and guidebooks for use in the LMS.
- Maintained, curated, and contributed to an online knowledge base with over 1K tools, templates, guides, and other materials aimed at coaches and jobseekers in coordination with the graphic design team.
- Developed and delivered in-person and virtual webinars and workshops with up to 25 attendees detailing the LMS functions as well as career-seeker topics including LinkedIn optimization, and professional branding.
- Managed a full-time Operations Intern mapping out internal business processes, developing international job-seeking content, and revitalizing webinars and career services programs for maximum effectiveness.
- Developed and implemented a new content-based B2C outreach strategy which increased job-seeker participation in career services programs up to 10% per client.
- Developed a new support program, messaging outreach, and training curriculum that trained over 100 individuals on the collection and dispersal of state unemployment insurance following layoffs.
- Created and implemented a new multi-audience COVID-19 pandemic communications strategy that launched across three countries.

HR Consultant/Career Coach

JobHunters, LLC

June 2017 – January 2021

Philadelphia, PA

- Provided individualized career coaching services while managing a caseload of up to 30 job-seekers, including interview preparation, resume writing, and LinkedIn optimization.
- Developed original materials, including style sheets, writing guides, livestreams, and podcasts detailing information relevant to job-seekers, such as resume-writing, negotiation tactics, and cover letter techniques.
- Established and managed working relationships with recruiters, HR managers and other relevant stakeholders.
- Provided recruitment services for small-business clients, which included sourcing candidates, reviewing applications, developing interview questions, conducting phone screens, and providing recommendations.
- Delivered needs-based trainings such as team-building seminars and workshops with up to 15 participants.
- Created and revised job descriptions to tell employer brand stories and improve candidate quality.

Employee Benefits Specialist

U.S. Dept. of Labor, Employee Benefits Securities Admin.

June 2016 – September 2018

Philadelphia, PA

- Maintained an investigative caseload of up to five simultaneous claims of corporate pension or health benefits fraud and negligence worth millions of dollars in potential recoveries as part of a seven-member team.
- Interviewed participants, fiduciaries, administrators, and related parties regarding potential ERISA law violations, fund misappropriations, falsely rejected claims, and benefits owed.
- Audited the quality of a state-wide mental health care network with over 200 listed providers to ensure compliance with ACA-mandated parity laws.

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Career Services Operations Manager

August 2012 – December 2015

Resume to Interviews

Philadelphia, PA

- Trained and managed five Staff Writers while creating, editing, and proofreading up to 75 resumes, cover letters, academic CVs, and personal statements per week for a career counseling service with over 6K clients.
- Created and implemented hiring and onboarding protocols for new writers, including interview standards, job descriptions, and training documentation such as employee manuals, instructions, templates, and flowcharts.
- Sourced, interviewed, assessed, and onboarded new hires based on original protocols and industry best practices.

PRESENTATIONS

Non-Profit Organization Presentations

November 2013 – November 2020

- Developed and delivered a series of online and in-person learning events for non-profit organizations and skillsharing groups including Barcamp Philadelphia, The Urban League of Philadelphia, The Free Library of Philadelphia, and Non-Profit Nerds, a organization dedicated to supporting nonprofit workers.
- Created a presentation HR basics for individuals and small businesses, detailing issues such as drug testing, mental health in the workplace, and legal worker protections in small-business environments.
- Co-developed and presented a seminar on gender-related workplace issues, including statistical analysis, multi-media clips, and audience participation segments.
- Planned, promoted, and moderated a panel of four recruiters, life coaches, and employment experts to field questions from job-seekers and offer professional perspectives on job hunting issues.
- Designed and delivered a “resume FAQs” presentation detailing job search principles, resume best practices, and common career placement mistakes and misconceptions.

ADDITIONAL WORK EXPERIENCE

Freelance Audio Producer

May 2017 – November 2020

- Directed and produced podcasts, including voice-over, for small businesses, including an ongoing series detailing health care technology innovation, telemedicine/telehealth companies, and medical technology.

EDUCATION

Master of Education (M.Ed.) – GPA: 3.95

Graduated May 2018

Temple University

Philadelphia, PA

- **Focus:** Adult Learning & Organizational Development
- **Certifications:** Training and Development, Conflict Processes – Completed December 2017

Bachelor of Arts (B.A.) English – Creative Writing

Graduated June 2012

Southern Oregon University

Ashland, OR

Udemy Cert: Create eLearning Courses with Articulate 360

Completed October 2021

TECHNICAL SKILLS

- **Software/Apps:** MS Word, MS Excel, MS PowerPoint, MS Publisher, HTML/XML, Google Docs, Adobe Premiere, Adobe Audition, Audacity, Hindenburg, Learning Management Systems, Blackboard, Canva, DaVinci Resolve, Camtasia Studio, Loom, Blackboard, Articulate Storyline, Captivate
- **Instructional Design:** Gamification, Mobile Learning, BYOD, Storyboarding, Scenarios, User Personas, Localization, Blended Learning, ADA Compliance, Social Learning, Adult Learning, Andragogy, ADDIE Model, Action Mapping, Gagne’s Nine Events of Instruction, Bloom’s Taxonomy, Kirkpatrick Model of Learning Evaluation.
- **Training Design and Delivery:** Brain-Friendly Presentations, Tuckman’s Stages of Group Development, Learning Style Models, Creative Problem-Solving Models, Adult Learning Theory, Results Assessment, Seminar Facilitation, Multi-Media Presentations
- **Organizational Development:** Conflict Coaching, Conflict Management, Team Development, Negotiation, Organizational Communications, Quality Assurance, Change Management, Strategic Planning, Event Planning, Systems Development, Organizational Performance, Leadership, Team Structure and Team Performance, Diversity and Culture, Assessment Methodologies
- **Foreign Language:** Spanish-Intermediate