

JENNA TOLEDO

TRAINING SPECIALIST

CONTACT

510-214-3787

jennatoledo@gmail.com

<https://www.jtoledo-portfolio.com>

<https://www.linkedin.com/in/jennifer-toledo/>

Hercules, CA

SKILLS

Project Management

Script Writing

LMS Migration

Content Design

Animations

Media Production and Post

TECHNOLOGY

Vyond WellSaid Labs

Articulate SCORM

Camtasia Smartsheet

LMS Trello

EDUCATION

San Jose State University

Bachelors of Science

Management Information Systems

REFERENCES

References provided upon request

PROFILE

A dynamic and strategic professional with experience in content design and project management. With a creative and adaptable approach, I am dedicated to driving impactful learning initiatives that support organizational success.

WORK EXPERIENCE

Multimedia Manager

Sephora

Mar 2020 - May 2024

- Produced and directed videos, including executive videos, virtually, on-site, and off-site.
- Validated and managed multiple project timelines simultaneously in a fast-paced environment.
- Managed a Learning Management System content migration to an internal partner.
 - Developed the content source of truth and migration project timeline.
 - Onboarded and managed contractors to execute migration.
- Crafted engaging animated stories with Vyond to enhance learner participation.
- Developed and documented processes for content hand-off to a Sephora business partner.
- Managed feedback loops with SMEs, Instructional Designers, and leadership for ongoing enhancements to videos and animations.
- Crafted and managed casting calls throughout the department and community groups to foster diversity in video content.
- Developed video scripts in partnership with IDs and SMEs.
- Reason for leaving: layoff/position eliminated

Online Community Ambassador

Yelp

Oct 2020 - Mar 2023

- Developed content strategy and engagement copy for Yelp website and mobile app.
- Crafted messaging to help engage and attract Yelp users to join the local Elite Squad.
- Mentored and provided support for other team members in different metros
- Reason for leaving: work/life balance.

eLearning Developer

Aquent (Sephora)

Dec 2019 - Mar 2020

- Updated and tested over 600 courses for a LMS content migration.
- Developed and managed the process and documentation for LMS content migration project.
- Updated more than 300 courses built in Articulate Storyline with new video index files using javascript.
- Published, tested, and debugged courses on multiple devices and iOS versions in collaboration with Sephora IT department.
- Led meetings with LMS vendor to escalate and demonstrate platform issues.
- Organized and led QA testing for more than 100 courses across the team.
- Reason for leaving: temporary project/contract

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Instructional Designer

TSG (Experian)

Aug 2019 - Dec 2019

- Re-designed the online Global Sales Onboarding course in Evolve by reorganizing content and adding graphics.
- Designed and elevated training content for Sales Enablement team including New Hire training, Sales Process Training and Leadership Development Training.
- Reason for leaving: temporary project/contract

Education Specialist

Xero

July 2017 - Aug 2019

- Published and tested SCORM files in SCORM Cloud to ensure bookmarking and all functionalities are working properly before live on the LMS.
- Collaborated with Instructional Designers on developing a certification program for our external customers.
- Recorded and edited software demos and webinars using Camtasia and Final Cut Pro.
- Solicited peer feedback on video edits using Wipster to ensure content consistency across regions.
- Produced and edited closed captions using Sonix to increase user accessibility.
- Published video content on Vimeo and Brightcove to embed into our online content modules.
- Created and designed online content using Evolve authoring tool for regional and global projects.
- Reason for leaving: company layoff

Education Coordinator

Xero

Apr 2016 - July 2017

- Published ~205 courses with metadata in the LMS for migration readiness prior to company go-live.
- Managed training site by publishing, editing, and archiving 100+ courses and webinars.
- Scheduled and recorded more than 20 webinars using GoToWebinar and Camtasia on a monthly basis.
- Generated weekly training reports from Salesforce and the LMS to measure success in training.
- Documented and escalated issues found within LMS, Salesforce, and training site to global counterparts using JIRA.
- Reason for leaving: promoted

Learning Administrator

ProUnlimited (Genentech)

Feb 2015 - Apr 2016

- Collected and standardized training materials for revisions, minor edits, or new courses to reflect in LMS to help the business maintain training compliance.
- Strategized a solution to an internal audit observation for a Quality Control group and implemented a secure process that allows a trainer to identify the most current training materials.

Training Logistics Coordinator

Bio-Rad

Feb 2013 - Feb 2015