

JENNA TOLEDO

MEDIA PROJECT MANAGER

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

Video Production

Animations

Video Post-Production

Voiceover

TECHNOLOGY

Vyond Trello

Articulate Smartsheet

Camtasia JIRA

LMS WellSaid Labs

EDUCATION

Bachelors of Science

San Jose State University

Management Information Systems

REFERENCES

References provided upon request

PROFILE

Dynamic and strategic professional with experience in content development and project management. I am experienced in analyzing needs, designing effective strategies, and delivering impactful solutions. I am seeking to leverage my skills in a project management role to drive successful program outcomes and foster continuous improvement.

WORK EXPERIENCE

Multimedia Developer

Sephora

2020-2024

- Improved the video project timeline for department-wide adoption as a standardized template.
- Validated, managed, and completed project timelines for media projects.
- Directed Learning Management System content migration to an internal partner.
 - Developed content source of truth and migration timeline.
 - Onboarded and managed contractors to execute migration.
- Managed multiple projects simultaneously in a fast-paced environment.
- Produced and filmed videos to diversify training delivery methods.
- Crafted engaging animated stories with Vyond to enhance learner participation.
- Developed and documented content hand-off processes for Sephora business partner.
- Facilitated discussions and managed feedback from 3-4 stakeholders across various projects.
- Communicated casting calls throughout department and community groups to foster diversity in video content.
- Collaborated with multiple Instructional Designers to develop creative solutions for various projects.
- Collaboratively developed video scripts in partnership with Instructional Designers and Subject Matter Experts.

eLearning Developer

Sephora

2019-2020

- Updated, troubleshooted, and tested over 600 courses designed in different authoring tools for content migration between different LMS systems.
- Systematically audited each module in our extensive library of legacy content to implement technical updates, document progress, and mark completion.
- Updated more than 300 courses built in Articulate Storyline with new video files using javascript to ensure it functions in the new LMS.
- Worked with IT to ensure user experience is accurate and testing environments are up to date across multiple devices and iOS versions.
- Led meetings with LMS vendor to recreate and escalate platform issues and document priority level for solutions.
- Developed the QA process for testing more than 100 courses before go-live date.

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Online Community Ambassador

Yelp 2020-2023

- Helped with content strategy and engagement copy for Yelp website and mobile app.
- Worked alongside the Community Engagement team to discuss opportunities in building stronger community relationships.
- Tracked customer engagement efforts and user experience.
- Crafted messaging across team to help engage and attract Yelp users to join the local Elite Squad.
- Collaborated on special projects with local Community Manager and other team members.
- Mentored and provided support for other team members in different metros.

Instructional Designer

Experian 2019-2019

- Designed and elevated training content for Sales Enablement team including New Hire training, Sales Process Training and Leadership Development Training.
- Re-designed the online Global Sales Onboarding course in Evolve by adding graphics and reorganizing content to adhere to adult learning theories.
- Collaborated and re-designed classroom materials such as slide decks and facilitator guides in Powerpoint to ensure styling is on brand and consistent.
- Strategized and developed learning solutions that engage adult learners using the most efficient delivery method to the global sales organization.
- Created supporting resources including launch communications, videos, case studies, tip sheets, assessments, WebEx sessions and other assets that make up a blended learning strategy.

Education Specialist

Xero 2016-2019

- Strategized and collaborated with SMEs to design US online content that is product-based to increase customer knowledge and efficiency.
- Used Camtasia and Final Cut Pro to record and edit demos and webinars to resurface as online content.
- Used Wipster for video reviews across teams and regions to ensure quality assurance while maintaining workflow efficiency.
- Added closed captioning to US videos using Sonix to increase content accessibility.
- Published video content on Vimeo and Brightcove to embed into our online content modules.
- Created and design online content using Evolve both for regional and global projects.
- Published and tested SCORM files in SCORM Cloud to ensure bookmarking and all functionalities are working properly before live on the LMS.

Learning Administrator

Genentech 2015-2016

Training Logistics Coordinator

Bio-Rad 2013-2015