

MEGAN SALES

SR INSTRUCTIONAL DESIGNER • L&D SPECIALIST

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PROFESSIONAL OVERVIEW

Senior Instructional Designer and L&D Specialist with a track record of creating impactful, scalable learning solutions. Skilled in strategic thinking, project management, and cross-functional leadership, I excel at aligning training with business goals to drive performance. Now seeking a leadership role where I can mentor teams, shape L&D strategy, and make a real impact on people's lives through innovative learning solutions.

WORK EXPERIENCE

Senior Instructional Designer | Entrata, Lehi UT June 2022 - March 2025

- Developed and managed web-based and multi-modal training projects, overseeing needs analysis, curriculum design, project management, QA, and deployment for internal and external audiences.
- Designed and launched large-scale onboarding and certification programs, improving knowledge retention and accelerating ramp-up time.
- Audited and enhanced client-facing documentation (videos, courses) to streamline lead-to-lease workflows, reducing knowledge gaps and support tickets.
- Collaborated with SMEs to identify training gaps, ensuring continuous improvements aligned with business goals.
- Scripted, produced, and maintained 200+ training videos, enhancing engagement and simplifying complex concepts.

Lead L&D Specialist | 6Connex, Remote Oct 2020 - Jan 2022

- Managed and coached a team of 4 instructional designers in developing internal and client-facing training assets, including WBTs, PDFs, and video tutorials to enhance learning engagement.
- Delivered over 200 live, multi-client training sessions, simplifying complex technical concepts for diverse audiences.
- Led the revamp of an outdated knowledge base, updating 300+ articles and videos to ensure internal and client-facing assets remained instructionally sound and up to date.
- Designed and implemented tracking tools, optimizing project management and workflow efficiency across all L&D and instructional design efforts.

Instructional Designer | AllenComm, Salt Lake City UT Jan 2020 - Oct 2020

- Led communication and execution within a cross-functional team of artists, writers, and programmers to deliver customized, cutting-edge learning solutions aligned with client needs.
- Built strong partnerships with key stakeholders and SMEs to curate and refine high-impact training content.
- Transformed complex information into structured outlines, scripts, and storyboards for multi-modal learning experiences (WBT, ILT, VILT, podcasts, videos, and non-SCORM assets).
- Designed and delivered tailored training programs for clients including TD Bank, State Farm, Morgan Stanley, and Enterprise Holdings to drive learner engagement and performance.

English Language Instructor | Overseas Institutions August 2018 - Jan 2020

Taught English to diverse learners at DYB Choisun Language Institute (Seoul, Korea) and Berlitz Institute (Istanbul, Turkey), developing a dynamic and adaptable teaching approach across various age groups and proficiency levels.

- Developed discussion-based lessons on global issues, strengthening critical thinking and real-world language skills for 16 classes of students aged 8 to middle school across 1:1 and group sessions of up to 15 learners.
- Adapted instruction to diverse proficiency levels, using interactive techniques and experiential learning to simplify complex concepts and enhance fluency in both structured and conversational settings.

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WORK EXPERIENCE CONTINUED

Tax L&D Program Manager | PricewaterhouseCoopers (PwC), Remote Aug 2017 - Feb 2018

- Created, refined, and quality-checked client deliverables using Microsoft (Word, PowerPoint, Adobe Acrobat Pro) and Google platforms, ensuring accuracy and professionalism.
- Managed CSOD Vantage LMS, setting up events, sessions, and tracking registration for a diverse range of L&D instructional offerings.
- Oversaw instructor sourcing, contracts, HR support, and materials logistics for national tax associate conferences with 400+ participants, ensuring seamless execution.
- Led project management and logistics for VILT trainings and webcasts, supporting up to 250 global participants with smooth facilitation and engagement.

Instructional Systems Designer | CSRA Inc, Falls Church VA Aug 2015 - July 2017

- Partnered with SMEs and internal teams to analyze 2,000+ pages of Government-Furnished Information (GFI), develop storyboards aligned with adult learning principles, and program instructional content.
- Conducted rapid content analyses and revisions on GFI documents, ensuring alignment with client learning objectives and compliance standards.
- Programmed and enhanced instructional content using DART/Composica, applying innovative educational techniques to improve engagement and comprehension for 4,000+ learners at Defense Acquisition University (DAU).
- Conducted QA reviews across all deliverables and stages of the e-learning lifecycle, ensuring accuracy, clarity, and instructional effectiveness for outlines, storyboards, scripts, and job aids.

EDUCATION

College of William and Mary | Williamsburg, VA | M.Ed in Curriculum Design & Instruction 2015
College of William and Mary | Williamsburg, VA | B.A. in English, Minor in Women's Studies 2014

PROFESSIONAL SKILLS

<i>ID/Learning Strategies</i>	<i>Training Delivery</i>	<i>Content Development</i>	<i>Leadership</i>
Curriculum Design	Instructor-led Training (ILT)	E-learning Development	Quality Assurance (QA)
Course Design	Virtual Training (VILT)	Instructional Technology	Project Management
Blended Learning	Live Classroom Instruction	Storyboarding	Waterfall Methodology
Microlearning	Webinar Facilitation	AI/Learning Automation	Agile Methodology
Scenario-based Learning	Software Training	Video Editing	Coaching
ADDIE/SAM Methodology	Technical Training	Technical Writing	Mentorship

TECHNICAL SKILLS

Articulate Suite	Storyline 360	Adobe Acrobat Pro	Docebo LMS
Google Suite	Rise 360	Adobe Premiere Pro	CSOD LMS
Microsoft Office	Composica	Adobe Audition	Trello
AI Prompt Engineering	Adobe Captivate	TechSmith Camtasia	Canva