

HOLLY ADAMS

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Professional Summary

Dedicated Learning and Development consultant with 17 years of experience in instructional design, curriculum development, e-Learning modules and micro-learning videos. Adept at collaborating with client and cross-functional teams to achieve training and communication goals, leading to enhanced productivity and talent development. Proven track record of designing engaging learning experiences and delivering impactful training solutions.

Experience

FOUNDER & SOLE PROPRIETOR

aha Learning Moments, Dallas, Texas

February 2023 – Present

- Leverages strong interpersonal skills to build and maintain productive relationships with clients and subject matter experts, fostering a collaborative and client-focused approach.
- Crafts succinct micro-learning videos, delivering targeted content to learners and promoting just-in-time learning, resulting in quicker skills application.
- Collaborates closely with clients and cross-functional teams to discern training needs, set clear objectives, and execute training plans that positively impact team performance.
- Keeps abreast of industry trends and continually integrates innovative tools into training strategies to ensure effective learning experiences.

ORGANIZATIONAL EDUCATION & DEVELOPMENT PROGRAM LEADER

Southwest Transplant Alliance, Dallas, Texas

March 2020 – August 2022

- Collaborated to launch five departmental boot camps for new hires within 12 months.
- Created curriculums for 28 boot camp classes and continually built new content.
- Collaborated to write training plans for seven new roles within the organization.
- Updated and maintained training plans for 14 roles within the organization.
- Conducted ongoing needs analysis of existing staff for development and annual competency requirements.
- Wrote work instructions and policies and created effective job aids.
- Facilitated monthly CliftonStrengths Personal Discovery Workshop for new hires; Team Dynamics Workshop for departments and 1:1 leadership coaching.
- Created 12 videos using Camtasia by TechSmith for internal and external use in 12 months.
- Facilitated training with external suppliers and partners.

TRAINING MANAGER & COMMUNICATION SPECIALIST

2006 – 2020

Safeguard Business Systems, Dallas, Texas

- Delivered instructor-led and webinar training earning an average overall rating of 91% out of 100% on evaluations. Curriculum included: proprietary software, sales, customer service and products/services.

TRAINING MANAGER & COMMUNICATION SPECIALIST (cont'd)

2006 – 2020

Safeguard Business Systems, Dallas, Texas

- Developed training and communication curriculum to drive overall business goals and objectives. Created 30 e-Learning modules, directly collaborating with Subject Matter Experts (SMEs) and cross-functional teams focusing on company strategies and initiatives.
- Produced video training content using Camtasia and Vyond. Average audience engagement is at an 8 or better on a 10-point scale.
- Wrote scripts, created storyboards and shot monthly videos for franchisees and Safeguard customers.
- Consulted and supported franchisees on progressive training and performance plans for new hires.

SALES AND MARKETING REPRESENTATIVE

2004 – 2005

Glazer's Wholesale Drug Company, Farmers Branch, Texas

- Generated sales of wine and beer to over 100 restaurants, hotels, country clubs and caterers.
- Secured 20 new accounts in seven months generating over \$10,000 in incremental sales.
- Conducted bi-weekly training presentations for groups of up to 50 people to educate hospitality clients and staff on company products and techniques for increasing sales.
- Worked proactively to manage service challenges, resulting in favorable client relations.

MEETING PROFESSIONAL / PROJECT MANAGER

1995 - 2004

JCPenney Company, Inc., Plano, Texas

- Managed all aspects of meetings and special events including concept development, RFP management, contract negotiation, vendor management, collateral material, web site development and on-line registration.
- Collaborated with cross-functional teams to create flawless events for up to 2,000 participants.
- Earned a client satisfaction rating of 4.7 out of 5 on customer service evaluations.
- Negotiated an average of 5% savings on service contracts.
- Simultaneously managed multiple projects and executed detailed tasks in high-pressure environment.
- Developed, managed and reconciled multiple event budgets valued at \$1.7 million annually.

Key Skills

Presentation Skills

Facilitation Skills

Client Relations

Communication (Oral and Written)

Project Management

Performance Consulting

Education & Certifications

Bachelor of Business Administration in Business Management from The University of Texas at Austin

CoreClarity Certified Facilitator, October 2020.

CliftonStrengths Personal Discovery Workshop / CliftonStrengths Team Dynamics Workshop
One-On-One Leadership Coaching / CliftonStrengths (a.k.a. StrengthFinders)