

# ADRIANA DANIELLE SALINAS

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## SKILLS & CERTIFICATIONS

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**General:** Curriculum design, content writing, content curation, content management, project management, SaaS training, facilitation  
**Productivity & Communication Software:** Microsoft Office, Salesforce, WebeX, Google Office, Trello, Monday, Slack, Zoom  
**Design Software:** Articulate 360, Adobe Creative Suite, TechSmith Camtasia, Canva, MindMeister, LucidCharts, Unily (CRM), Wix  
**Learning Management Software:** SuccessFactors, Absorb, Fuse Universal, Central, Google Classroom, Savvas  
**Certifications:** Association for Talent Development - Articulate Storyline; Wiley Workplace Learning - Everything DiSC

## EDUCATION

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<b>George Washington University</b>	<b>Master of Arts, Educational Technology Leadership</b>	June 2022
	<b>Graduate Certificate, Instructional Design</b>	June 2021
<b>Vanderbilt University</b>	<b>Bachelor of Arts, English</b>	
	Concentration: Creative Writing	May 2013
	<b>Bachelor of Arts, Studio Art</b>	
	Concentration: Graphic Design and Printmaking	
	Senior Thesis: 23 digital collage prints titled "How to Read Latina"	

## PROFESSIONAL EXPERIENCE

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**CBTS | OnX Canada** - *Learning & Development Specialist; Remote* May 2023 - Current

- Host new global employees of approximately 20-30 people per monthly orientation session and train them on the company history, culture, and our SaaS-based internal intranet to optimize their onboarding experience.
- Use the ADDIE model and knowledge of adult learning theory to produce learning materials, deploy them, and measure their effectiveness. Comfortable with and prefer using Agile and SAM methodologies.
- Lead curriculum design efforts by creating clear instructional design plans and developing well-organized training materials to enhance the knowledge and skills of employees.
- Manage and work with Partner Managers across the internal organization to support the certifications program by approving requests, documenting information in Salesforce and SharePoint, and handling the payroll for bonus payouts to employees.
- Manage the Learning and Development (L&D) department's Content Management System (CMS) to ensure employees' user experience of L&D and Employee Resource Group (ERG) content and resources are accessible.
- Conduct quality assurance checks on job aides to ensure they are accurate, up to date, and align with brand guidelines.
- Conducted a needs assessment of the current learning ecosystem to identify and implement the most suitable Learning Management System for all employees at CBTS | OnX.
- Founder and leader of the Hispanic Origin and Latin American Employee Resource Group (HOLA ERG).

**Yahoo Inc.** - *Training Specialist; Remote* Nov. 2022 - Apr. 2023

- Conducted quality assurance checks on facilitation guides and job aides to ensure they are accurate, up to date, and align with training objectives and brand guidelines.
- Utilized design principles and best practices to create clear, concise, and accessible content such as slide presentations, job aides, and operational process diagrams.
- Led curriculum design efforts, from defining learning objectives to creating interactive content and assessments.
- Organized training materials in the Learning Management System (LMS) to ensure smooth operations and user support.

**Eduscape** - *Instructional Designer; Remote* Jun. 2021 - Dec. 2021

- Used the ADDIE model and knowledge of adult learning theory to draft a storyboard, produce learning materials, and deploy the SCORM-based eLearning courses from scratch.
- Developed clear instructional design plans that outline the structure of the eLearning modules, including the sequence of topics and the type of content for each.
- Utilized design principles and best practices to create clear, concise, and accessible content such as instructional diagrams, videos, and animations.
- Conducted quality assurance checks and served as a subject-matter expert for feedback on Section 508 compliance

**Austin Peace Academy** - *Hybrid multi-grade Instructor; Austin, Texas* Jan. 2020 - May 2022

- Led curriculum design efforts, from defining learning objectives to creating interactive content and assessments that enabled 100% of 5th-grade students to meet or exceed their grade equivalent in Reading, English Language Arts, and Social Studies.
- Facilitated virtual and in-person instructor-led resources that enabled 5th-grade students to achieve a 7.1-grade equivalent in Reading, 7.7 in English Language Arts, and 7.5 in Social Studies on the Iowa Assessment.
- Facilitated virtual and in-person instructor-led resources that enabled 4th-grade students to achieve a 5.3-grade equivalent in Reading, 6.0 in English Language Arts, and 5.0 in Social Studies on the IOWA Assessment.

**Start Speaking Today - Hybrid Adult English Instructor; Remote**

Aug. 2018 - May 2019

- Delivered 1-on-1 reading, writing, speaking, and listening instruction to adult English as a Second Language learners.
- Analyzed individual learners' needs to identify instructional goals and develop a specialized curriculum for each learner.
- Applied knowledge of adult learning theories to design and develop instructional strategies and materials that enabled students to achieve a score of 21 points or higher on the TOFEL writing section.

**Colegio Hebreo Maguen David - Multi-grade IB English Instructor; Mexico City, Mexico**

Aug. 2017 - May 2019

- Used the ADDIE model to design a virtual "English Lab" and facilitated the instructor-led course through Google Classroom.
- Designed and developed inquiry-based virtual and instructor-led learning experiences to meet the needs of diverse learners.
- Delivered instructions to seven groups of 13-22 students in grades 7 through 11 by utilizing the Middle Years Programme (MYP) and Diploma Programme (DP) curriculum standards.
- Conducted formative evaluations on assessments that met guidelines set by IB moderators with 100% accuracy.