

Paul Ulloa

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Summary

Seasoned professional in training, video creation, and eLearning development. Having spent over a decade in the Customer Experience (CX) space, I've worked to create engaging learning experiences along the way. These include designing and implementing multi-day workshops, staff onboarding sessions, screencast tutorials, explainer videos, webinars, voice overs, and interactive eLearning courses. Using my project management skills, and working knowledge of adult learning principles, I am seeking an Instructional Designer or eLearning Developer role that will allow me to utilize my unique skillset in digital learning multimedia.

Professional Experience

Instructional Design

- Developed a national customer service training program using the ADDIE process, leading a team of three trainers to achieve a 9.1 average rating from 170+ staff
- Delivered customer service training sessions for hospitality staff across four sites
- Prepared detailed storyboards to ensure logical video flow, securing feedback and approval from stakeholders
- Created a standardised onboarding and coaching process for telephone researchers, enhancing insight quality and consistency

eLearning Development

- Created 100+ engaging screencast tutorials and video courses using Camtasia
- Prepared software process guides and screencast videos using Tango and Loom
- Delivered animated whiteboard videos for local government client Vyond and Audacity
- Developed marketing videos for an online platform using Camtasia
- Established two podcast shows with daily and weekly episodes for a freelance client
- Produced 80+ video tutorials and vlogs for personal YouTube channel

Training and Communication

- Facilitated multi-day leadership courses for various clients using adult learning principles and behavioral feedback model
- Delivered Certificate III Retail training to 100+ staff from Horseland, Jo Mercer, Weatherbeeta, and Bicycle Superstore nationwide
- Led account meetings to enhance client retention and identify sales opportunities
- Demonstrated company online dashboards to improve adoption by new clients
- Prepared research reports meeting quality standards and deadlines
- Drafted email campaigns for programs and events to achieve sales quotas and targets

Project Management

- Managed a \$510K research portfolio with 14 clients across local government, automotive, utilities, and travel sectors
- Planned and executed six virtual and onsite events with 400+ attendees, achieving an average satisfaction score of 8.5
- Secured \$200K+ in new projects, increasing annual spend for a major account by 68%
- Coordinated with stakeholders, Account Managers, Field team, and Data Analysts to ensure smooth execution of research projects
- Maintained sales opportunities, customer records, and meeting notes in Salesforce

- Managed a food truck research campaign, delivering 800+ customer and staff surveys on time
- Implemented CX research projects, conducting 4700+ surveys and quality assessments annually
- Completed 150+ face-to-face staff surveys for a South African client
- Used Salesforce to maintain customer database, monitor the sales pipeline, track new leads, and log communications

Job Roles

- Service Administrator Support, Airmaster, Mar 2022 – Sept 2023
- Customer Success Manager, Account Manager, CX Consultant, CSBA, Aug 2015 – Dec 2021
- Freelance Video Editor, Democast Media, Nov 2017 – Sep 2020
- Customer Loyalty Trainer, Multimedia Specialist, Team Leader, Customer Researcher, Mar 2010 – Jul 2015

Education

Bachelor Business and Commerce, Monash University

Certifications

Certificate IV Training & Assessment (TAE40104)
 Certificate III in Retail (SIR 30207)

Technical Skills

Audacity	Articulate Storyline	Camtasia	Canva	Evernote
Google Workspace	Loom	MS Teams	Microsoft 365	Tango.us
Vyond	WordPress	xmind	YouTube	Zoom

Professional Skills

eLearning development	Instructional design	Storyboarding	Video Editing
Software demonstrations	Project management	Voice Over	Training