

KATELIN DEFranco

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PROFESSIONAL PROFILE

Dedicated instructional designer with over six years of successful experience in analyzing, designing, and developing training. Excel in building training content that improves performance and create meaningful engagement for all. Develop strong relationships with subject matter experts, management, and associates to product top-quality material. A top reputation of strong communication, facilitation, conducting needs assessments, and project management skills.

SKILLS

- Project Management
- Curriculum Development
- Systems Implementation
- Learning Management Systems
- CRM Platforms
- Diversity, Equity & Inclusion
- Web-Based and Virtual Training
- E-Learning
- Storyboarding
- Adult Learning Theories
- Facilitation
- Video and Audio Editing

CERTIFICATIONS AND TOOLS

- Articulate 360
- Adobe Captivate
- Salesforce CRM
- VYOND
- Camtasia
- WhatFix Digital Adoption Platform
- Workday Learning (LMS)
- SharePoint
- Microsoft 365 Office Suite
- Snagit
- Storyline
- ATD Instructional Designer Certification

PROFESSIONAL EXPERIENCE

Sr. Instructional Designer

April 2017– Present

GEICO Insurance, Richardson, Texas

Conducts detailed analysis to determine both functional and company-wide learning needs. Designs and implements a wide range of training solutions such as e-learning, instructor-led, coaching guides, job aids, simulation exercises, and self-study resources.

Drives large-scale learning initiatives by creating project plans, conducting needs assessments, facilitating project meetings, consulting internal and external subject matter experts, uses SMART learning objectives, designing and deploying communications, conducting train-the-trainer sessions, and tracking and measuring impact.

- Designed and led the company-wide project plan to implement training for our Customer Relationship Management rollout by partnering with Salesforce, collaborating cross-functionally to design new hire and ongoing training assets, developing communications, implementing a Workday Learning campaign, serving as an Subject Matter Expert, and analyzing and sending completion reporting.
- Conducted analysis, designed, and developed a company-wide e-Learning solution that decreased incorrect chat transfers from 82% to 22% within our Salesforce Customer Relationship platform.
- Created and led the implementation of a blended learning program to adapt a new customer service system by developing training materials, coaching guides and job aids, conducting train-the-trainer sessions, and supporting local trainers in their facilitation.
- Designed and deployed a learning program which targets and corrects the service agent behaviors that lead to customer call backs resulting in a 4.8 (1.0-5.0 scale) application learning score and a 4% increase in First Call Resolution.
- Analyzed call efficiency data and developed an e-learning and simulation exercise program that upskilled that targeted agents' ability to determine and communicate the cause of billing changes leading to an overall 8 second company-wide improvement in average call handle time.

Service Trainer

March 2015 – April 2017

GEICO Insurance, Richardson, Texas

Led training program for new hire cohorts by coordinating resources, preparing and customizing learning curriculum, facilitating instructor-led sessions, conducted simulation exercises, providing ongoing support and coaching, and tracking and measuring results.

- Ranked within the top 3 service trainers company-wide amongst over 60 peers in 2016.

Service Supervisor

Jul 2011 – March 2015

GEICO Insurance, Richardson, Texas

Built a culture of value-driven customer focus with a strong emphasis on individual career coaching and mentorship for each team member.

EDUCATION

Bachelor of Science in History, 2011

Texas Woman's University, Denton Texas