

Giovanna Campoli

PMP · CSM · M.S. INSTRUCTIONAL TECHNOLOGY

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17K+ Learner ecosystem built	+45 NPS exceeded C-suite target	\$760K Recaptured annually	80% Support ticket reduction
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PROFILE

Learning experience architect and creative studio builder with 10+ years designing at the intersection of media production, behavioral science, and enterprise technology. Known for transforming reactive training functions into high-output creative engines, building the systems, teams, standards, and AI-enabled workflows that make great learning scalable without making it generic. Holds a strong editorial point of view on where GenAI accelerates creative work and where it produces slop. PMP-certified. M.S. Instructional Technology.

CORE CAPABILITIES

Creative Studio Leadership	GenAI Workflow Design	Experience Architecture
Multidisciplinary Team Building	Media Production & Direction	Learning Science & Behavior Change
Brand & UX Strategy	Agile Content Operations	AI-Enabled Personalization
Go/No-Go Investment Decisions	Performance Consulting	Enterprise Platform Architecture
Stakeholder Influence Without Authority	HIPAA / PHI Compliance	

EXPERIENCE

Founder - R&D Practice

May 2024 – Present

LDstudio.LLC

"Your training is the first experience your clients have with your product."

- GenAI Field Research:** Conducted hands-on evaluation of AI-enabled production tools across real client environments, mapping where automation accelerates workflows and where it undermines quality. Developed a framework distinguishing genuine workflow acceleration from tool-first thinking that produces generic, low-trust output.
- Tool Vetting and Go/No-Go Practice:** Researched and assessed emerging authoring and simulation platforms, including tools marketed as AI-native SOP builders. Identified critical gaps between vendor claims and production realities, including tools requiring a dedicated full-time resource for basic output, and recommended pivots to proven alternatives.
- Methodology Development:** Built intake, scripting, and production frameworks designed to preserve editorial voice and human judgment at the center of AI-assisted workflows. Established the operating model that the learner experience is a product decision, not a compliance deliverable.

Senior L&D Program Manager

Jun 2017 – Oct 2023

ModMed · Leading EHR SaaS platform serving 15,000+ specialty medical practices · *Promoted from L&D Program Manager*

- Creative Studio Build:** Transformed a fragmented, siloed training department into a high-velocity Agile content engine. Restructured individual contributors into cross-functional creative squads (PM, Content, KMS, Video Producer), reducing delivery from 3 months to 3 weeks. Output became professional enough to be monetized as a premium client service.
- Media Production Direction:** Led end-to-end video production strategy, from A/B testing MD-led webinars against professional voice-over formats to establishing standardized motion graphic templates, audio standards, and scripting SOPs adopted as the production gold standard across all medical verticals.
- GenAI Workflow Design:** Designed AI-assisted production pipelines using AI to convert raw SME video into structured transcripts and rough scripts, accelerating intake cycles while preserving editorial voice. Made a deliberate go/no-go decision to pause Synthesia adoption after quality benchmarking revealed fidelity gaps inconsistent with premium brand standards.
- Experience Architecture:** Architected a segmented, role-based knowledge ecosystem integrating ModMed Community, ModMed U, and WalkMe for 15,000+ clients. Drove a 70% increase in platform usage and 50% reduction in support tickets through user-centric design, specialty-specific content mapping, and automated provisioning. Achieved NPS of +40, exceeding the C-suite target of +35.
Built a "Day 0" login-free onboarding video experience navigating HIPAA constraints and a Legal block on standard video hosting by architecting a GCP-hosted interactive solution with embedded table-of-contents navigation. Delivered 2 weeks early. Result: 80% reduction in basic support tickets within 6 months.
- Team Development:** Grew a team of former practitioners into digital product architects through a "Lead by Doing" mentorship model, establishing Master Style Guides, interactive prototypes as quality benchmarks, and peer logic reviews. Built a self-sustaining pipeline where senior members assumed full responsibility for onboarding new hires, freeing leadership for strategic focus.
- Enterprise Learning Ecosystem:** Architected a dual-track LMS (Docebo) supporting 17,000+ users via Workday/Okta for internal employees and Salesforce API for external clients, enabling 2,000+ automated monthly new-user provisioning. Recaptured \$760K annually by restructuring per-user licensing from \$5.50 to \$1.10.
- Go/No-Go Decision Making:** Conducted structured evaluation of interactive simulation tools (Adobe Captivate vs. H5P) under HIPAA and iPadOS security constraints. Identified a 1-month-per-module production bottleneck and recommended against the high-investment path, pivoting to a scalable H5P model that reduced effort by 70 to 90%.
- Crisis Recovery (Spotlight Award):** Stabilized enterprise migration after losing 90% of the external configuration team mid-project. Trained internal staff as system administrators within 72 hours and limited launch delay to 30 days on a 12-month program.

Digital Learning & Development Consultant

Jan 2012 – May 2017

Videotech Digital Transformation Consulting · Clients: Florida Atlantic University, Spirit Airlines, Omni

- LMS Migration & Change Management:** Led enterprise Blackboard-to-Canvas migration for Florida Atlantic University with a template-first strategy ensuring WCAG compliance and content integrity across 1,000+ stakeholders.
- Creative Capability Building:** Built institutional video production capability from zero, establishing motion graphic templates, editing SOPs, lighting standards, and narrative pacing frameworks that transformed a novice team into a consistent, high-output creative unit.
- Cloud Modernization:** Led content and operational migrations to cloud-based platforms for multiple enterprise clients, improving scalability and long-term knowledge accessibility.

EDUCATION

M.S., Instructional Technology

New York Institute of Technology

CERTIFICATIONS

Project Management Professional (PMP) · Project Management Institute

Certified Scrum Master (CSM) · Scrum Alliance

RECOGNITION

ModMed Spotlight Award · Enterprise LMS Implementation · Selected from company-wide nominations