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# DEZARAE JONES-HARTWIG

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## INSTRUCTIONAL DESIGN | TRAINING STRATEGY | LEADERSHIP

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Results-driven Learning & Development leader with over a decade of experience designing, delivering, and evaluating scalable, learner-centered programs that drive adoption, retention, and performance. Skilled in instructional design, customer education, and program management across SaaS, nonprofit, and education sectors. Adept at leading cross-functional initiatives, aligning training solutions with business objectives, and leveraging innovative learning technologies to improve engagement and reduce support needs.

## CORE COMPETENCIES

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Instructional Design & Curriculum Development | E-Learning & Blended Learning Solutions | Customer Education & Sales Enablement | Program Development & Evaluation | Learning Management Systems (LMS) | Onboarding & Retention Strategies | Cross-Functional Collaboration | Training Facilitation (ILT & Virtual ILT) | Knowledge Base Development | Stakeholder Engagement & Leadership

## PROFESSIONAL EXPERIENCE

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### **TAPCO – Brown Deer, WI (Hybrid)**

*Associate Software Product Manager – Customer Education & Enablement | Sep 2024 – Present*

- Designed and facilitated comprehensive technical training programs to support new product launch including needs assessment, interactive content design, and post-training evaluation to measure effectiveness.
- Created and launched a full suite of more than 50 multi-format learning resources (e-learning modules, videos, and job aids) to train both internal staff and external customers on new software.
- Developed and delivered sales enablement training that improved confidence in product demonstrations and strengthened positioning strategies for sales and tech support teams.
- Create content for AI-optimized knowledge base to support self-service learning and improve customer experience.
- Led customer pilot program, synthesized participant feedback into actionable insights, resulting in product enhancements and increased adoption rates.

*Customer Success Manager | Apr 2022 – Sep 2024*

- Established company's first customer success framework, achieving 90%+ retention and generating \$500K in recurring revenue in year one.
- Standardized onboarding, training, and renewal processes to scale with new product launches.
- Supported new LMS implementation, achieving 100% compliance completion rates and streamlining training delivery.
- Created interactive e-learning, webinars, and job aids using Articulate 360 and Camtasia, improving adoption and reducing time-to-value.

## **TransACT Communications – Lynnwood, WA (Remote)**

*Training & Implementation Specialist | 2021 – 2022*

- Led first statewide SaaS training implementation, creating scalable frameworks that reduced setup costs and accelerated adoption.
- Delivered customized training for K-12 educators, improving engagement, compliance, and retention.
- Built and managed knowledge base content and personalized onboarding using Userpilot to enhance user experience.

## **Wisconsin Humane Society – Milwaukee, WI**

*Director of Youth Programs | 2016 – 2021*

- Increased program participation from 600 to 8,000+ annually through innovative synchronous and asynchronous learning programs.
- Transitioned training and educational programs to virtual formats during the pandemic, retaining 75% of projected revenue.
- Managed \$250K budget, implemented program evaluation tools, and secured \$50K annually in grants and sponsorships.

*Education Manager & Education Specialist | 2004 – 2016*

- Designed volunteer docent training programs, onboarding 50+ volunteers annually to deliver consistent program quality.
- Developed educator training in partnership with universities to integrate humane education into K-12 curriculum.

## **ADDITIONAL LEADERSHIP ROLES**

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- *Board President & Treasurer, Association of Professional Humane Educators* – Created online course, organized national conferences and secured \$50K+ in sponsorships.
- *Managing Director, Milwaukee Youth Theatre* – Led staff training, moved operations to cloud systems, created curriculum, and secured largest grant in organization's history.

## **EDUCATION & CERTIFICATIONS**

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- Graduate Certificate, Instructional Design – University of Wisconsin–Stout
- Master of Fine Arts, Theatre Education – Arizona State University
- Bachelor of Arts, Theatre Business – University of Wisconsin–Madison
- Certified Humane Education Specialist – Academy of Prosocial Learning

## **TECHNICAL SKILLS**

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**Learning Tools:** Articulate 360, iSpring, Absorb LMS, Synthesia, Camtasia, Userpilot

**Project Management & Analytics:** HubSpot, ServiceNow, Trello, Asana, monday.com, Power BI

**Communication:** Zoom, Teams, Google Workspace, Microsoft 365, Canva