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SEAN WILLIAMS

## I N ST R U C T I O N A L D E S I G N E R

# P R O F E S S IO N A L S U M M A RY

Instructional Designer with 11 years of extensive expertise in eLearning development, specializing in video production, 3D animation, and LMS operations. Proficient in tools such as Cornerstone, Adobe Creative Cloud, and Articulate 360, consistently delivering innovative and engaging training solutions. Recognized for pioneering AI-driven analytics and fostering collaborative environments to tailor effective training content.

# E M P LOY M E N T H IS TO RY

DEC 2017 - PRESENT

## Instructional Developer III, Cincinnati Insurance Company, Cincinnati, OH

Lead the design and development of SCORM-compliant and web-based training modules, ensuring interactive and engaging learning experiences for all hierarchies with a 70% success rate. This was recognized by leadership and led to my first promotion.

Create instructional videos, animated graphics, and live video streams that have created an average 80% success rate in retention and enjoyment.

Incorporate 3D models for virtual and augmented reality training applications. This led to my second promotion and allowed the hiring of a direct VR Developer co-worker.

Manage the Learning Management System (LMS) operations for webinars and customer support. I conduct data-driven assessments to optimize training programs.

Contribute voice-over work for various company educational platforms.

Coordinate with SMEs to tailor training content, fostering a collaborative environment that ensures relevance and effectiveness.

Pioneered the integration of AI-driven analytics in training modules, significantly improving curriculum adaptability and personalization.

Created graphic designs utilized for L&D based branding of our Corporate Leadership Programs.

NOV 2016 - DEC 2017

## Social Media Video Producer, R+L Carriers, Dayton, OH

Created animated infographics simplifying complex data, boosting social media engagement by 35%.

Produced, edited, and voiced video content, enhancing brand visibility across social platforms and driving a 20% increase in video views, follower growth and audience retention.

Collaborated with teams to ensure content met stakeholder requirements, engagement strategies and brand standards.

Utilized analytical skills to measure video performance, driving continuous improvement. This improved targeting accuracy by 25% and enhanced brand presence.

Introduced new video editing techniques that reduced production time by 20%, improving project turnaround and efficiency. Developed targeted video content that directly contributed to a 10% rise in online sales during promotional campaigns.

JUL 2014 - NOV 2016

## Associate Producer, Cox Media Group Ohio, Dayton, OH

Managed recording and editing of commercials, ensuring high-quality broadcasts.

Created graphic designs for studio productions, enhancing visual appeal and audience engagement. Provided professional voiceovers for commercials and radio, strengthening brand's auditory identity. Monitored audio levels for live shows, maintaining impeccable sound quality and audience satisfaction.

Worked closely with marketing teams to develop compelling promotional content, driving a 5% increase in ad revenue. Coordinated with technical teams to troubleshoot broadcast issues, minimizing downtime by 30%.

Reviewed scripts for accuracy and clarity, ensuring compliance with industry standards.

AUG 2013 - APR 2015

## Videographer, Michaels Salon and Day Spa, Dayton, OH

Set up studio environments, optimize camera, audio, and lighting for high-quality content.

Filmed and edited video content for social media and website distribution, enhancing viewer engagement. Ensured seamless post-production processes, improving content delivery efficiency.

Collaborated with creative teams to develop compelling video content, increasing social media engagement by 25%.

Worked closely with marketing and design teams to align video content with brand messaging, enhancing overall campaign effectiveness.

Proactively sought out new filming techniques and editing software, contributing to innovative content creation and team skill development.

# E D U C AT IO N

SEP 2009 - MAY 2013

B.A. in Arts and Sciences, Film Studies/Video Art, The Ohio State University (Main campus), Columbus, OH

DEC 2021

Articulate Storyline for Next Level Design, Training Magazine Network

SEP 2018

Instructional Design Certificate, Association for Talent Development

# S K IL L S

Administrative Adobe Creative Cloud





Blender Articulate 360





Cornerstone Camtasia



Microsoft Office Zoom



Vyond Maxon





Autodesk A.I.



Work Management Leadership



JavaScript



# L IN KS

# [Website](https://www.seanaaronwilliams.com/)

[LinkedIn](https://www.linkedin.com/in/sean-williams-805430110/)