

# ASHLEY STOPP

INSTRUCTIONAL DESIGNER

[www.ashleystopp.com](http://www.ashleystopp.com)

## CONTACT



951.552.5158



North Hollywood, CA



[ashleymariestopp@gmail.com](mailto:ashleymariestopp@gmail.com)



## EXPERIENCE

### **BHG Financial | Learning Experience Designer | August 2023- Present Los Angeles, CA**

- Collaborate with SMEs to gather content, define objectives, & design engaging learning experiences.
- Develop multimedia e-learning content including modules, videos, simulations, and assessments using authoring tools & technologies.
- Analyze needs, identify gaps, & develop comprehensive curricula aligned to organizational goals.
- Create instructional materials like participant guides, job aids, and facilitator resources.
- Evaluate & enhance learning experiences based on feedback and data.
- Incorporate innovative approaches like gamification & microlearning to boost engagement.
- Manage multiple projects simultaneously ensuring timely & quality delivery.
- Develop plans, timelines, & milestones to execute learning initiatives. while communicate progress, risks, & issues to stakeholders while identifying solutions.

### **ClickUp | Senior Account Support Training Specialist | 2021 - 2023 Los Angeles, CA**

- Produce visually captivating assets, graphics, job aides and presentations for training seminars, while meticulously refining content to ensure optimal accessibility for diverse audiences.
- Conduct thorough analysis of training requirements and performance gaps to identify areas necessitating targeted learning interventions.

### **CitizenM | Training Specialist | 2017-2021 New York, New York**

- Create and edit training videos, e-guides, and user manuals for employees.
- Develop comprehensive training materials and curricula tailored to both technical and non-technical audiences, encompassing the creation of engaging webinars.

### **Royal Caribbean | Training Specialist | 2012-2015 | New York, New York (International)**

- Develop job aides and visually engaging infographics for the entertainment department, enhancing employee training materials, and facilitating comprehension of complex concepts.
- Creating and leading instructor-led facilitation sessions, delivering impactful training experiences to diverse audiences within the organization through targeted learning interventions.

## SUMMARY

Accomplished learning experience crafter with expertise engaging global audiences through immersive training productions. Skilled instructional storyteller able to compellingly blend entertainment and education. Multimedia course creator proficient in leveraging tools like Articulate Storyline and Adobe CC. Collaborative project manager adept at rallying cross-functional teams. Continually explores emerging technologies to create next-gen experiences.

## SKILLS

- Articulate Storyline 360
- Adobe Creative Cloud
  - Photoshop
  - Acrobat
  - InDesign
  - PremierePro
- Microsoft Suite
- Canva
- Agile Methodologies
- Google Suite
- Adult Learning Theories
- E-learning modules
- Creative Writing
- Video Editing
- User-centered design
- Curriculum Development
- LMS (Workday Learning)
- Content Creation
- Jira, ClickUp, Confluence

## EDUCATION

**University of California, Irvine** 2007-2011  
Bachelor of Fine Arts, Musical Theatre  
with Honors

**Devlin Peck's Storyline Project Lab**  
2023