

Mr. Alexander Shortsleeve, MBA
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Professional Profile:

Proactive and motivational leadership style with a strong emphasis towards training and professional development. Career spanning more than 20 years in the Hospitality, Education, & Training industries. Entrepreneurial approach to learning and managing with an emphasis on using technology as an innovative and enhancing tool for continuous improvement.

Experience:

Senior eLearning Specialist

Essex Property Trust Irvine, CA

Oct '18 - Present

REAL ESTATE INVESTMENT TRUST – Using an Instructional Design approach by incorporating different methodologies such as ADDIE & SAM in developing online training resources such as eLearning tutorials, simulation-based training, short videos, live webinars, voice-over recordings, whiteboard animations, and job aids that are directly aligned with the organization's strategic objectives. Partnering with Subject Matter Experts and cross-functional teams to build the appropriate training solutions. Identifying and incorporating the most effective practices in training delivery, including performance-based learning, gamification, and social and peer learning. Identifying opportunities for enhancing the existing training by continually measuring and improving the learning experiences.

Consultant: LMS Analyst/Administrator

Clients - Insight Global, Instructional Connections, & Cymer Light Sources

Apr '17 – Oct '18

CONTRACTOR – For Instructional Connections I worked with the University of Delaware and assisted professors with the administration of their Canvas Learning Management System (LMS). For Insight Global, I assisted Cymer Light Sources with migration of content from their legacy LMS to Cornerstone on Demand. Designed Curricula, Events, Sessions, and Computer Based Training. In addition, developed Custom Reports as well as written tutorials for users, trainers, managers, and other administrators. Previously consulted and assisted UCSD Health & UCI Health with their LMSs constructing and archiving courses while troubleshooting the system. Lead Project Manager for a variety of onboarding and technology integrated projects including the design of eLearning videos using Camtasia.

School Director

Kaplan International San Diego, CA

Jan '16 – Apr '17

ENGLISH LANGUAGE SCHOOL – Responsible for the success of all school operations and overseeing all programs and services offered at the school including academics, housing, activities, and general administration; using an instructional design approach in providing professional development opportunities for staff and instructors, looking after the well-being of our international students and employees; monitoring student satisfaction, staff professionalism, academic integrity, compliance; meeting student enrollment and operating income goals. Achieved 13 strengths and zero weaknesses in ACCET re-accreditation review. Strengths included Communications across departments, Professional Development opportunities, Project planning related to Campus Business plan, On-boarding of new hires, Fiscal responsibility, Instructor training, Student Activities, Curriculum development, Facilities management, Learning materials, Use of Technology, Records & Reporting, Student files, and a 94% Student Satisfaction rate.

Director of Education*Hawaii Medical College Honolulu, HI*

Nov '14 – Dec '15

ASSOCIATES DEGREE GRANTING INSTITUTE – Expanded the use of the LMS to include an instructional design approach in building a curricula of Professional Development and Training for employees such as improving Customer Service and Mindset. Continued to manage and administer the school's Moodle LMS for all courses. Managed 15 instructors, 3 staff, and oversaw 4 educational programs with a student body of close to 400. Financial responsibility for managing a \$1 million annual budget. Analyzed and conducted research in the areas of Program Evaluation, Curriculum Development, Compliance, Instructor Development, Budgeting and Resource Allocation, Scheduling, Reporting, and Student Counseling.

Distance Education Coordinator*Hawaii Medical College Honolulu, HI*

Nov '11 – Nov '14

ASSOCIATES DEGREE GRANTING INSTITUTE – Responsible for designing, implementing, and managing the online education program for the college. Maintained and developed the Moodle LMS to be more user friendly for students and faculty. Responsible for instructional design and curriculum development along with preparing ACCET Accreditation reports for the online format. Used the software Adobe Captivate to create courses that were more engaging as well as converting traditional courses to an online or blended format. In addition, instructed students in the following courses: Customer Service, Microsoft Excel, Microsoft Word, Law & Ethics, and Applied Psychology.

Ashford Associate Faculty (Adjunct)*Ashford University Online*

Jan '12 – Dec '15

BACHELORS DEGREE GRANTING INSTITUTE – Online instructor for the following courses: Event Meeting & Conference Management, Principles of Marketing, Resort Management, Management for Organization, and Service Operations Management.

Culinary Management Instructor (Adjunct)*Art Institute of Austin, TX & Online*

Jul '10 – Jun '15

BACHELORS DEGREE GRANTING INSTITUTE – Designed training manuals for front of the house positions at the school restaurant. Front of the house manager and instructor for school restaurant. Trained students on POS systems. On-campus course instruction: Purchasing & Product ID, Planning & Controlling, Management by Menu, Quality Service & Training, Sanitation & Safety, Entrepreneurship, Human Resources Management and Career Development. Online courses include Event Management, Hospitality Managerial Accounting, Strategic Planning & Marketing, Food & Beverage Operations, Tourism Management, Private Club Management & Operations, Elements of Food Display and Plating, Sales & Public Relations.

Lead Academic Coach*Instructional Connections Dallas, TX*

May '11 – Jun '13

LEARNING MANAGEMENT SYSTEM OPERATOR – Lead online manager for over 1200 students in their online graduate program at Florida International University. Supervised 12 Academic Coaches who assisted Professors in managing the online requirements of a degree program. Assessed and evaluated the performance of all Coaches as well as managing several courses and students myself. In addition worked with several other Universities such as: University of Texas at Pan American, University of Texas at Permian Basin, University of Arkansas, & the University of Delaware.

Director of Education & Training (Interim Executive Director)

IMCEA Austin, TX

Jul '10 – Dec '11

NON-PROFIT MEMBERSHIP ORGANIZATION – Developed training program for MWR/Service professionals. Developed a new Strategic Plan for IMCEA while serving as the Interim Executive Director. Designed the Online format for training and certification. Presented training workshops in Food and Alcohol safety. Represented IMCEA at various tradeshows as well as in recruiting new members. Negotiated with other organizations to allow access to new certification programs. Negotiated contracts with suppliers and service providers for annual Food & Beverage tradeshow. Article contributor to the monthly newsletter. Conference Speaker at Catersource, National Restaurant Association, & IMCEA Tradeshows. One year contract with a six-month extension as the Interim Executive Director.

Education

Post-Graduate Studies ABD (Higher Education Leadership)

Walden University Minneapolis, MN,

May '16

Master of Business Administration (Travel Industry Management)

Hawaii Pacific University Honolulu, HI

May '08

Bachelor of Science (Hospitality Management)

University of Hawaii at Manoa School of TIM Honolulu, HI

Dec '05

Training & Certifications

ACP: Adobe Certified Professional – Adobe Captivate

ATD: E-Learning Instructional Design Certificate

Udemy: 2013 SharePoint Introduction & Complete Training

Udemy: Adobe Captivate – Focus on Simulations

Udemy: HTML5 & CSS3 Fundamentals

Udemy: SQL-MySQL for Data Analytics & Business Intelligence

Lynda.com: Instructional Design: Models of ID,

Lynda.com: Instructional Design: Needs Analysis

Lynda.com: The Neuroscience of Learning & Adult Learners

Lynda.com: Agile Instructional Design & Storyboarding

LinkedIn Learning: Learning Photoshop CS6 & Lectora Online

LinkedIn Learning: Adobe Captivate Prime Essential Training & Moodle Essentials

National Restaurant Association: ServSafe Food & Alcohol Protection Manager

Swiss Chalet Fine Foods: University of Culinary Sales

Customer Service Institute of America: (CCEP) Certified Customer Experience Professional

SEVP Training for Designated School Officials

Distance Learning Consortium: Faculty Orientation for Career School Instructor Course

The Art Institutes: The Art of Teaching

UC Health Information Services: ServiceNow training

Membership:

eLearning Guild

Association for Talent Development

Publications

Medium.freecodecamp.org publication titled "[Learning Management Systems: what they are, and why you might want one.](#)"

Medium.freecodecamp.org publication titled "[Whether you're developing a course or learning to code, you need to know how you learn.](#)"

MBA thesis titled "Coffee, Tea, & Biscotti: Examining the Marketing Strategy of a Small Business Retailer."

This research investigated the marketing practices of a local coffee proprietor as compared to larger 'chain' coffee retailers based on observations and customer surveys.

Poster Presentation at University of Houston Graduate Conference. Research was titled "Special Events, Incentives, and Retreats: Measuring their Impact on Employee Morale, Motivation, and Productivity."

Training & Presentation Samples

Please visit my website at <https://www.alexwithaloha.com>

Awards

2014 Top 10 Certification Administrator: Electronics Technicians Association

International Caterers Association ICA Star Service Award 2011-2012

Awarded Grant to present Poster Presentation at Graduate Conference at the University of Houston in 2007.

Skills

Proficient with Adobe Captivate, MS Office, Various LMSs including Moodle, Blackboard, Canvas, eCollege, Cornerstone & SumTotal; Proficient with online webinar software such as Adobe Connect & InstantPresenter.

Experience with SharePoint, SPSS, InDesign, Camtasia, VideoScribe, & Articulate Storyline. Experience with onboarding software such as Workday & project management software ServiceNow.

Familiarity with HTML5/CSS3, SQL, Adobe Photoshop, & various Event Management software.

Bilingual English-Spanish.

Abilities

- Instructional Design & Course Authoring
- Curriculum Development & Training
- Learning Management Systems Administration
- Public Speaking & Presentations
- Tradeshow & Conference Productions
- Strategic Planning & Development
- Research, Writing & Communications