

Mr. Alexander Shortsleeve, MBA ACP CCEP
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Professional Profile:

Proactive and motivational leadership style with a strong emphasis towards training and professional development. Career spanning more than 15 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 – Dec '21

REAL ESTATE INVESTMENT TRUST – Used 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. Partnered with Subject Matter Experts and cross-functional teams to build the appropriate training solutions. Identified and incorporated the most effective practices in training delivery, including performance-based learning, gamification, and social and peer learning. Identified opportunities for enhancing the existing training by continually measuring and improving the learning experiences. Assisted in managing the LMS (Cornerstone on Demand).

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 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.

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 tradeshow 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 Tradeshow. One year contract with a six-month extension as the Interim Executive Director.

Director of Operations*Test Success Hawaii Inc Honolulu, HI*

Jun '08 - May '10

SAT PREP, CAREER TRAINING & CERTIFICATION COMPANY – Department head in charge of Finance & Marketing. Also, lead instructor/trainer in conducting college preparatory workshops to prepare local high school students to take standardized tests such as the SAT and ACT. Presented customer service training and certification workshops for students and industry professionals. Designed online webinars and presentations to facilitate training.

Education**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

FreeCodeCamp: Responsive Web Design Certification

ATD: E-Learning Instructional Design Certificate

Udemy: 2013 SharePoint Introduction & Complete Training

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

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

Membership:

Learning 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.](#)"

Awards

2021 Brandon Hall Group Silver Excellence in Learning – Best Advance in Creating a Learning Strategy

2014 Top 10 Certification Administrator: Electronics Technicians Association

2011-2012 International Caterers Association ICA Star Service Award

Skills

Proficient with Adobe Captivate, Camtasia, MS Office, Vyond Animation, Voiceover narration, Various LMSs including Moodle, Blackboard, Canvas, Cornerstone & SumTotal; Online webinar software such as Adobe Connect, Zoom & InstantPresenter. Experience with SharePoint, SPSS, InDesign, Funnel Leasing, VideoScribe, & Articulate Storyline. Experience with onboarding software such as Workday & project management software ServiceNow. Bi-lingual English/Spanish

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

Abilities

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