

John Cochrane
Sr. Instructional Designer

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Accomplished professional with multi-faceted experience facilitating effecting eLearning programs for customers and employees. Expertise in self-producing innovative, multi-modal content to engage users, driving results. Influential training specialist with keen ability to collaborate with global stakeholders and subject-matter experts (SMEs) to source material and reimagine interactive and engaging digital learning experiences.

Areas of Expertise

/ Instructional Design	/ eLearning Development	/ LMS Management
/ Curriculum Development	/ Articulate Storyline + Rise	/ Multi-modal Content Creation
/ Corp. Training + Development	/ Needs Assessment	/ AI Implementation

Professional Experience

Centerfield Media Holding Co., Los Angeles, CA
Instructional Designer

5/2023 / Present

Develops eLearning and facilitation materials for worldwide sales and corporate teams via Articulate Storyline, Articulate Rise, Figma, and Sana LMS. Serves as Action Mapping SME. Applies ADDIE model to training solutions execution. Manages learning programs based upon performance data.

- / Spearheads AI learning tool implementation, maintaining 100% adoption rate.
- / Manages learning management system (LMS) migration and rollout.
- / Oversees seamless learning team transition of acquired health insurance company.

Charter Communications, Stamford, CT
Sr. Instructional Designer

5/2022 / 5/2023

Coordinated projects with stakeholders and subject matter experts to tailor custom program management plans to address training needs. Developed and maintained learning materials via Articulate Storyline, Articulate Rise, Vyond, and Cornerstone LMS. Applied ADDIE model to training solutions execution.

- / Provided asynchronous learning experiences for 12,000+ participants.
- / Administrated training materials using Cornerstone LMS.
- / Assessed project effectiveness, informed decision-making and planning, and maintained accountability for results.

Ring, Santa Monica, CA
Security Expert Trainer

11/2017 / 5/2022

Facilitated onboarding experience for new hires. Coordinated with partners and subject matter experts to tailor custom program management plans to address training needs. Produced strategic training video content as sales Subject Matter Expert.

- / Developed new hire onboarding program and materials prior to organization formation.
- / Produced Articulate Storyline + Rise eLearning courses and infographic PDFs.
- / Implemented targeted training materials to improve performance based upon identified gaps.

Microsoft, Charlotte, NC
Learning Specialist

6/2014 / 11/2017

Led corporate learning objectives and readiness by measuring knowledge through testing, evaluation, and curriculum implementation. Managed the new hire onboarding process and tracked and reported Key Performance Indicators (KPIs) to management. Hosted ad-hoc coaching and review sessions as needed to ensure success. Designed public and private workshop materials.

/ Achieved 100% direct reports learning objective completion and retention.

/ Provided support services for eLearning and LMS issues.

/ Consistently maintained 100% Field Readiness.

Additional Experience

English Teacher, North Mecklenburg High, Charlotte, NC
Show Manager, Charlotte Comedy Theater, Charlotte, NC

Education

Bachelor of Education
Queens University of Charlotte, Charlotte, NC

Bachelor of Arts, English Composition
University of North Carolina Charlotte, Charlotte, NC