

Erica Zimmer

Technical Learning Partner

BS in Computer Information Systems | Dual MA in Adult Learning | 20 years experience

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Professional Experience

GTM Readiness Manager, Instructional Design Dec 2022 - Dec 2025, Equinix - *Equinix is the largest global data center & colocation provider for enterprise network and cloud computing.*

- Achieved a 4.6/5 average rating in course participant satisfaction surveys
- Maintained clear and proactive communication with business partners (BPs) and stakeholders, fostering cross-functional collaboration and alignment
- Broke down complex technical content into impactful learning
- leveraged strategic AI prompting and evidence-based instructional design to design and develop learning solutions anchored in adult learning methodology
- Performed needs analysis to identify skill and knowledge gaps in our sales process
- Implement thorough assessment and evaluation methodologies to measure learning outcomes, key performance indicators, and return on investment
- Authored elearning courses, job aids, and multimedia using a variety of technical tools
- Built and maintained a Team Sharepoint that included process and tools
- Mentored Junior IDs on best practices in instructional design and learning and development
- Started and lead an Instructional Design Book club

Senior Instructional Designer Oct 2020 - Dec 2022, Cox Automotive Inc.- *Parent company for Kelley Blue Book and Autotrader, 30K employees*

- Designed an [inclusive instructional design checklist](#), now widely adopted across SBO Sales Training and Effectiveness for creating more inclusive learning experiences
- Served as a learning consultant, collaborating with key stakeholders to create impactful learning experiences for sales team members
- Established learning and evaluation metrics in collaboration with stakeholders and SMEs, aligning with learning objectives, anticipated behavior changes, and KPIs
- Collaborated with team members to develop a learning governance framework for a more streamlined design process
- Utilized an ADDIE-inspired design process to create complex, blended learning solutions for nationwide sales teams
- Led the Culture Club and Book Club initiatives for the Sales Training and Effectiveness team
- Mentored and provided constructive feedback to Instructional Designers on the team
- Employed various tools, including Articulate Storyline360, Articulate Rise, Camtasia, InDesign, Canva, and Microsoft Apps, to enhance the design process

Instructional Designer and Innovation Coach, August 2018 - Oct 2020, GRCSU

- Converted in-service professional development from being one offering for the entire group to mini-conference style offerings with self-paced learning options to better meet the needs of educators.
- Utilize Adult Learning Theory, ADDIE, and Kirkpatrick's Levels of Evaluation to develop and design ILT, vILT, and eLearning for 300+ educators.
- Led daily vILT (Virtual Instructor-Led Training) for educators to learn EdTech tools and best practices in remote learning design with an average of 15 participants that watched it live and another 15 watched the recording.
- Managed multiple projects for designing and developing professional learning opportunities.
- Successfully coached educators to transition from ILT to vILT and Blended Learning due to COVID19.

Director and Project Manager, Summer Cultural Immersion Program, 2016, 2017 Summers, Castleton University

- Designed, developed, and implemented a 3-week cultural immersion program for 30-40 international university students.
- Developed and fostered a highly qualified team of university professors and student mentors.
- Created a detailed project plan with a budget, well-defined tasks, milestones, client sign-offs and specifications, which served to communicate project progress to management.
- Used Kirkpatrick's Levels of Evaluation to evaluate the success of the program.
- Analyzed program survey results to make adjustments for improvement. In 2017, On a scale from 1 to 5, 5 being 'Amazing', 100% of participants rated the program as a 4 or 5.

Instructional Designer and Technology Integration Specialist, Aug 2014 - Aug 2018, RCSU

- Authored and awarded a \$4,000 grant to build a makerspace.
- Set training goals for teachers and implemented timelines to meet those goals.
- Worked with SME teachers to design engaging instruction using EdTech to transform student engagement and learning.
- Trained Teachers on using a variety of Educational Technology tools such as LMS (Learning Management Systems).

Instructional Designer and English Language Teacher, Aug 2010-July 2012

US Peace Corps, Ifugao State University, Philippines

- Designed and Developed ILT for 300+ educators at a time on best practices for teaching and learning.
- Conducted site needs analysis to determine curriculum development needs.
- Coached and mentored Peace Corps volunteers on a variety of topics from job responsibilities to relationship building skills.

Education and Professional Course Work

MA, Teaching with Technology with a focus on Instructional Design

Marlboro College, GPA: 4.0, 2015-2017

Marlboro, Vermont

MA, Teaching English to Speakers of Other Languages

GPA: 3.8

Saint Michael's College, 2006-2008

Colchester, Vermont

BS, Computer Information Systems with a Concentration in Math

Minor: Spanish

GPA: 3.68

Castleton University, 2000-2004

Castleton, Vermont

XR Foundations Designer

XR Terra, 2022

Unity

Front End Web Developer Challenge Course

Grow with Google Scholarship Recipient, 2018

Udacity

Google AI Fundamentals

Coursera, 2025

Other Relevant Skills

- Adobe Creative Suite
- HTML CSS
- Articulate 360
- Camtasia, Audiate, Snagit
- Adobe After Effects
- WellSaid Labs
- 7Taps