



# Allison Hall (Allie)

*Instructional Design & Learning Strategist*

## CONTACT

 (864) 415-3546

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

 South Carolina

 [LinkedIn](#)

## EDUCATION

- M.S. Information Technology, Capella University
- B.S. Computer Science, Limestone College

## CORE SKILLS

- Instructional Design
- Curriculum Development
- Content/UX Design
- Needs Analysis
- Data-Driven Evaluation
- eLearning
- Communication
- Writing/Scripting
- Stakeholder Collaboration
- Project Management
- Leadership Development
- Compliance Training
- LMS Administration
- System Implementation

## CERTS

- Quality Matters: IYOC and APPQMR
- Leadership Strategies: The Effective Facilitator

## EXPERIENCE

### **Sr. Instructional Designer | Clari**

**October 2021 – Present**

- Implementation of customer-facing LMS and Okta integration to replace legacy system, enhancing the user experience.
- Developed certifications and courses for internal and external teams, publishing 5 certifications and 122 courses.
- Collaborated cross-functionally with Product, UX, Customer Success, & Prof Services to align content with customer needs.
- Manage content updates and migration for M&A integrations.

### **Instructional Designer | Jamf**

**June 2021 – Present**

- Designed and developed interactive, job-specific training modules for managers, new hire onboarding, and recruitment.
- LMS migration project including Okta setup, Zoom integration, groups, permissions, and full content transfer.
- Co-administered the LMS for ongoing content updates, new courses, reporting, and user support.
- Spearheaded project management for HR system transitions, including the migration from Confluence to ServiceNow.

### **Manager, Talent Management | ServiceTitan**

**December 2020 – November 2024**

- Directed the L&D team, overseeing leadership development, global onboarding, and compliance training initiatives.
- Partner with key executive leadership and stakeholders to develop a cohesive training strategy across the organization.
- Plan and manage all instructional design projects, ensuring clear scope, timelines, and metrics.
- Implemented measurement strategies to assess training effectiveness and business impact.

### **Sr. Instructor & Content Developer | Acorio**

**January 2021 – July 2021**

- Designed and developed impactful learning solutions supporting technical enablement team.
- Created interactive courses using instructional design best practices, enhancing learner engagement and effectiveness.
- LMS administration, including content updates, program evaluation using metrics and feedback, and troubleshooting.

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## TECHNICAL PROFICIENCIES

- **eLearning Tools:** Adobe Creative Cloud, Articulate 360, Vyond, Tech Smith, Captivate, Audacity, Easy Generator
- **Learning Frameworks & Models:** SCORM, ADDIE, SAM, Agile, Quality Matters, Blooms, Kirkpatrick, Merrill, UX, Design Thinking, WCAG
- **Enablement Platform:** Docebo, Absorb, Lessonly, Skilljar, Paylocity, Litmos, HighSpot, Insided, Blackboard, Canvas, Moodle, Pendo
- **Knowledge Base:** Zendesk, Salesforce, Confluence
- **Project Management:** Jira, ServiceNow, Asana, Monday.com, Trello,
- **Design:** WordPress, Dreamweaver, Canva, Google Sites, Survey Monkey
- **Programming:** HTML, CSS, JavaScript, SQL

## ADDITIONAL EXPERIENCE

### **Marketing Correspondent | The Spokesman-Review December 2015 – February 2021**

Wrote content on a variety of topics, including senior care, education, medical topics, and travel. Created engaging articles tailored for specific audiences, enhancing readership and publication reach.

### **Instructional Designer | Paylocity July 2017 – February 2021**

Developed engaging learning experiences for both internal and external clients, including product updates, compliance training, and leadership courses. Collaborated with product managers and SMEs to create on-demand and instructor-led content.

### **Adjunct Faculty & Instructor | North Idaho College August 2013 – July 2017**

Designed and facilitated hybrid and online courses for Computer Information Technology and Computer Science programs. Utilized industry knowledge to create real-world learning experiences, ensuring student success.

### **IT Services Coordinator & Trainer | North Idaho College October 2011 – July 2017**

Supervised IT help desk staff, led implementation of IT projects across campus, and designed comprehensive training programs for faculty, staff, and students to address technology and instructional needs.

### **Computer Consultant & IT Trainer | UNC Charlotte November 2002 – September 2011**

Managed all IT operations for the Biology Department, overseeing staff, projects, and infrastructure. Spearheaded a major IT implementation during a facility construction project. Established processes and facilitated strategic IT planning and technology training for all faculty and staff.