

Jolene Bashore M.Ed.

Easley, South Carolina, United States

jolenebashore@gmail.com | 920-737-3419

[LinkedIn](#) | Portfolio: jolenebashore.com

Summary

With over 25 years of expertise in graphic design, project management, and instructional design, I bring a blend of creativity, strategic insight, and leadership to develop impactful learning experiences. Specializing in motivating learners, I craft inclusive environments and bridge skill gaps effectively. I have a proven record of collaborating with stakeholders to design high-impact training programs and innovative educational content that promotes retention.

Relevant Experience

Exact Sciences

Associate Director Commercial Effectiveness, PO & Rare Disease | Sep 2023 - present

- Strategize and optimize salesforce performance in Precision Oncology and Rare Disease, driving impactful initiatives.
- Partner with stakeholders to prioritize and implement targeted training programs, resulting in enhanced product and clinical knowledge.
- Lead the development, execution, and evaluation of learning strategies, achieving measurable business outcomes.
- Recognized for launching training at the global sales meeting and introducing two new products within a record-breaking time frame.

Sales Training Manager | Jan 2023 – Sep 2023

- Led successful launches of two precision oncology product learning campaigns, fostering collaboration across Medical, Marketing, and Sales teams.
- Innovatively rebranded the new hire onboarding program, resulting in heightened engagement and improved knowledge retention.
- Leveraged learning management systems to streamline training initiatives, identify gaps, and elevate instructional design quality, earning the 2023 Stan Lapidus Innovation Award.

Learning Designer | Feb 2022 – Jan 2023

- Developed and implemented innovative learning solutions in collaboration with Precision Oncology Leadership and SMEs, utilizing diverse media and design thinking.
- Designed engaging training programs using cutting-edge formats like infographics and gamification, catering to modern learner preferences.
- Employed various learning technologies to maintain high standards across the LMS, ensuring effectiveness and engagement.

Additional Instructional Design Experience

- Contract Instructional Designer, Data Analysis Incorporated
- Medical e-learning Instructional Designer, MedTrainer
- Special Education Instructor & Adapted Curriculum Designer, Public School Districts

Marketing Direction | Design | Project Management

- Marketing Communications Supervisor, Northeast Wisconsin Technical College
- Director of Marketing Communications, Streu's Pharmacy Bay Natural
- Marketing Director, Berners Schober Architects & Somerville Inc Architects and Engineers

Education

- EdD in Performance Improvement Leadership (In Progress), Capella University
- M.Ed. Masters in Learning & Technology, Instructional Design, Technology Integration, Research, Western Governors University
- Bachelor of Arts - BA, Educational Studies, Western Governors University
- Educational/Instructional Media Design, IDOL courses Academy

Licenses & Certifications

- Secondary English, Special Education Teacher, Elementary Education - Georgia Department of Education
- ATD Consulting Skills Certificate
- Learning Designer Credential, IDOL courses Academy