

Jolene Bashore, M.Ed.

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Professional Summary

Senior Instructional Designer with 7+ years of experience designing scalable, high-impact learning solutions across corporate, healthcare, and regulated industries. I'm ready to roll up my sleeves and immediately contribute by developing innovative, measurable training programs that close performance gaps and drive results. Skilled in adult learning theory, eLearning development (Articulate 360, Adobe Creative Suite), LMS management, and agile project leadership. Adept at partnering with cross-functional teams to deliver blended learning experiences aligned to strategic goals.

Qualification Summary:

- EdD in Performance Improvement Leadership (In Progress), M.Ed. in Learning & Technology, B.A. in Educational Studies (Special Education)
- 7+ years' experience designing instructional content across healthcare, corporate, and compliance environments
- Proven success in curriculum design, field-tested learning solutions, and workshop development that drive performance outcomes
- Expertise in ADDIE, Kirkpatrick, and HPI models — applied in agile workflows to evaluate, iterate, and improve learning impact
- Skilled in eLearning, video, and microlearning development using Articulate 360, Camtasia, Vyond, Synthesia, 7taps, Adobe Illustrator
- Strong background in stakeholder collaboration, needs analysis, and adaptive learning strategies to engage diverse learner groups
- Experience in leading cross-functional training launches, aligning instructional content with real-world performance goals

Sales Training Manager, Instructional Designer

Feb 2022 – April 2025 | Exact Sciences

- Designed and delivered adaptable, field-tested curriculum for four oncology products, blending digital modules, workshops, and microlearning to meet learners at varying knowledge levels
- Created hands-on, application-focused workshop materials and facilitator guides used by national sales and medical teams; improved post-training performance scores by 27%
- Translated complex clinical content into clear, visual learning experiences using Articulate 360, InDesign, Illustrator, Camtasia, Vyond, Synthesia and Wellsaid labs
- Partnered with stakeholders across marketing and medical affairs to develop engaging, accessible programs tailored to role-specific performance needs
- Applied Kirkpatrick and HPI models to assess training impact and rapidly iterate curriculum based on learner feedback and field outcomes
- Led three product launch learning campaigns from strategy to implementation, focusing on retention, knowledge application, and learner motivation

Learning Designer | Digital Content Creator

Jan 2024 – Aug 2024 | SambaSafety

- Developed a comprehensive capabilities training curriculum aligned with company goals, creating a series of ten e-modules with assessments to enhance critical thinking and problem-solving skills
- Created a series of ten interactive e-learning templates and collaborated with stakeholders to ensure training content addressed organizational needs and performance improvement goals

Instructional Designer | Digital Content Creator

Aug 2021 – Feb 2022 | Data Analysis Incorporated

- Designed a comprehensive payroll, HR, time policy, and procedures onboarding program using ADDIE methodology, aligning content with Merrill's Principles for real-world application and business objectives
- Created simulations, infographics, and role-play exercises to improve learner engagement and knowledge retention across diverse audiences

Instructional Designer | Content Creator

May 2021 – Dec 2021 | MedTrainer

- Designed more than 20 detailed storyboards and interactive eLearning modules on health and medical topics using Articulate Storyline, ensuring compliance with regulatory and industry standards
- Guided course development with ADDIE, creating interactive content and assessments

Instructor | Adapted Curriculum Designer | Cause and Gap Analysis

Aug 2017 – Aug 2021 | Public School Districts

- Designed instructional materials for high school students in both virtual and asynchronous environments using the ADDIE model, aligned with data-informed state standard goals, and tracked weekly progress to ensure engagement and achievement
- Developed and executed individualized learning plans (IEPs) and delivered quarterly and annual reports to stakeholders, utilizing performance gap analysis and Kirkpatrick's model to assess effectiveness and highlight student progress

Technology Process Adoption | Marketing Communications Supervisor | Creative Direction

Aug 2014 – Aug 2017 | Northeast Wisconsin Technical College

- Led a team of designers and media specialists to deliver 500+ projects annually across nine campuses, aligning marketing efforts with institutional goals, improving collaboration, and enhancing engagement
- Implemented and drove adoption of a digital asset repository, a new CRM system, and a marketing project request system to optimize workflow, standardize project submissions, and increase operational efficiency through stakeholder onboarding, quarterly check-ins, and enrichment courses
- Collaborated with stakeholders across the college to conduct a comprehensive gap analysis, identifying critical areas for improvement in information sharing and developing strategic solutions to address those needs

Instructional Content Designer | Director of Marketing Communications | Classroom Promoter

Jan 2012 – Aug 2014 | Streu's Pharmacy Bay Natural

- Increased classroom engagement to 80% of long-term healthcare facility leaders in Wisconsin through data-driven strategies and educational content across digital platforms

Education

- EdD in Performance Improvement Leadership (In Progress), Capella University
- M.Ed. Masters in Learning & Technology, Western Governors University
- Bachelor of Arts - BA, Educational Studies, Western Governors University

Certifications

- Secondary English, Special Education Teacher, Elementary Education - Georgia Department of Education
- ATD Consulting Skills Certificate, IDOL Academy, Instructional Design Certificate