

Portfolio

Racquel Townsend

Instructional Designer

PROFILE

An experienced creative who has worked in various fields acquiring a wide knowledge of learning styles and engagement for learners over the last 10 years. As an instructional designer, I bring a foundation in marketing and emotional intelligence to every design created. With over 15 years in acting and production, I also bring expertise by adding multiple modalities and innovation to the courses I design.

www.RacquelTownsendLearning.com

CONTACT

MOBILE

EMAIL

773•584•2800

racqueltownsend@gmail.com

LOCATION

Sandy Springs, GA

AREAS OF EXPERTISE

- Instructional Story Design
- Merrill's Principles of Instructional Model
- ADDIE Model
- Articulate 360 (Rise & Storyline)
- Adaptability & Emotional Intelligence Instruction
- Adobe Captivate
- Adobe Creative Suite
- Vyond
- Voice-over and audio-learning production
- Canva

KEY SKILLS

- Presentation Skills
- Positive Interpersonal Skills
- Critical Thinking Skills
- Creative Writing Skills
- Conflict Resolution Skills
- Marketing Communication Skills

WORK EXPERIENCE (more upon request)

HONEY BAKED HAM COMPANY 2023-PRESENT

Instructional Designer

- Developed innovative learning content, including eLearning, instructional videos, infographics, voiceovers, and job aids, aligning with stakeholder branding.
- Working Collaboratively with SMEs to identify the target audience's training needs and design for asynchronous projects or hybrid learning programs.
- Used course authoring tools, animation software, and graphic design software to develop visually appealing self-paced learning modules, for technical and soft skills.

GEORGIA TECH RESEARCH INSTITUTE 2022-2023

Instructional Designer

- Tested and problem-solved any functionality issues of all online courses in LMS staging environments.
- Conducted quality assessment for existing eLearning content; provided feedback for improvements.
- Maintained project documentation and course content folders.
- Provides technical support to end-users for eLearning inquiries.

EDUCATION

FULL SAIL UNIVERSITY - 2022

Master of Science in Instructional Design & Technology

Salutatorian, GPA 4.0

Awarded Course Director's Award twice, for Media Asset Creation and Personal Development and leadership

COLUMBIA COLLEGE CHICAGO - 2012

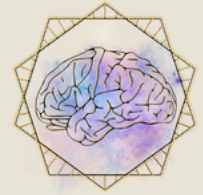
Bachelor of Science in Marketing Communication

Focus in Public Relations with a minor in Audio production

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WORK EXPERIENCE (CONTINUED)

THE CREDIT PEOPLE 2021-2022

Senior Consultant

- Analyzed the needs of potential clients.
- Fostered a learning environment for good credit health management.
- Forecasting individual solutions to drive sales metrics.

2021-PRESENT

Freelance

- Using ADDIE and Merrill's First Principles of instruction, Develop and provide outstanding learning/performance solutions, media assets, and blueprints for a range of clients.
- Writing and editing copy
- Voice-over production and scriptwriting

IACCORD MEDIA 2017-2020

Production Coordinator

- Researched and implemented concepts for keynote speakers.
- Produced a standardized method of communication between departments.
- Led the creative team in the execution of all designs and plans for new projects.

JONDON 2018-2020

Service Writer

- Developed a standardized method of communication between the front desk, service technicians, and company accounts
- Educated customers on preventative maintenance options
- Completed work orders and managed cash-handling efforts
- Developed positive client relationships that result in their continued business for all service demands