

JESSICA HELMLINGER

LMS ADMINISTRATOR / E-LEARNING DESIGNER

ABOUT ME:

- Competitive cyclist
- Passionate gardener
- Crafty crocheter

PROFESSIONAL SKILLS:

- eLearning development
- Learning Management System administration
- Job aid and process documentation
- Localization project management

EDUCATION:

University of Wisconsin - Milwaukee,
2008, Bachelor of Art

CONTACT INFORMATION:

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WORK EXPERIENCE:

LEARNING & DEVELOPMENT

Harley-Davidson University | 2019-PRESENT

- Liaise with subject matter experts and curriculum development teams to develop eLearning courses, design sales templates, and learning support materials and graphics using Articulate Rise, Articulate Storyline, Adobe Create Suite, and PowerPoint.
- Develop and document internal procedures to ensure continuity with the greater curriculum development and deployment teams.
- Manage learning content in 10 languages, apply updates as necessary, implement translations, and organize learning content on the LMS.
- Support Harley-Davidson's customer feedback platform by answering questions from internal employees, dealers, and dealership customers. Document recurring themes and issues to improve processes and procedures to improve the overall customer and learner experience.

MARKETING

ARI Network Services | 2018

- Developed, implemented, and managed digital marketing campaigns for over 50 clients in five vertical markets.
- Proactively set expectations with clients to determine the scope of work and keep concurrent projects on schedule.
- Strategized with clients to determine the best plan of action for ROI on SEO-driven deliverables and improvement of website UX including content creation, keyword research, and conversion rate optimization.

Gravity Marketing | 2017-2018

- Reported on monthly KPMs to Marketing Managers.
- Administered website SEO, email marketing, content updates, and UX audits for B2B and B2C clients.
- Participated in blogging, copywriting, KPM reporting, CMS, and CRM management.

PERSONAL TRAINING

Bally Total Fitness | 2008 - 2010

Anytime Fitness | 2010 - 2018

- Assessed client needs and designed workout programs, setting SMART goals, to fit each client's individual goals and lifestyle and promote well-being, development, and thriving.
- Collaborated with staff members on social media marketing on Facebook and Instagram, as well as the production of a weekly YouTube segment to share health and fitness tips to the greater membership base.