

JESSICA HELMLINGER

LEARNING CONTENT SPECIALIST

ABOUT ME:

- Competitive cyclist
- Passionate gardener
- Crafty crocheter

PROFESSIONAL SKILLS:

- eLearning development
- Layout design
- Job aid and process documentation
- Localization project management

EDUCATION:

University of Wisconsin - Milwaukee,
2008, Bachelor of Art

CONTACT INFORMATION:

Phone: (262) 424.5609

Email: jessica.helmlinger@gmail.com

LinkedIn: @jessicahelm

WORK EXPERIENCE:

LEARNING & DEVELOPMENT

Markforged | 2021-2022

- Create sales enablement job aids, eLearning, graphics and other materials to help sales teams engage with current, future, and potential Markforged customers, turning technical content into easy-to-digest content.
- Add accessibility features to eLearning such as captioning options.

Harley-Davidson University | 2019-2021

- Liaise with vendors, project managers, and subject matter experts to develop eLearning courses, design sales templates, learning support materials, and graphics using Articulate Rise, Articulate Storyline, Adobe Create Suite, and PowerPoint.
- Translate challenging learning content and procedures into digestible learning interventions for digital learners.
- Manage learning content in 10 languages, apply updates as necessary, implement translations, and organize learning content on the LMS.
- Maintain Harley-Davidson University's course catalog

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.