

PROFESSIONAL SUMMARY

Multidisciplinary instructional design and multimedia professional with 10+ years of experience creating digital learning, video, and training solutions for corporate, franchise, and higher education audiences. Combines instructional strategy with strong visual storytelling and hands on multimedia production to develop engaging, accessible learning experiences. Experienced in needs analysis, customer insights, and cross-functional collaboration across complex organizational environments with the ability to work effectively both independently and as part of a team.

CORE COMPETENCIES

Versatile expertise spans instructional design and curriculum development, eLearning strategy, adult learning principles, interactive learning and gamification, virtual and instructor led training facilitation, project management, content standardization, quality assurance, and bilingual communication in English and Romanian.

PROFESSIONAL EXPERIENCE

DIGITAL CONTENT & MULTIMEDIA CONSULTANT | PopKnotFive22 LLC | Terryville, CT January 2026 - Present

Lead digital content and multimedia initiatives supporting the launch and growth of a small e-commerce business, including website development, visual production, analytics, and generative AI.

- Design and maintain the website, including site structure, product pages, customer facing copy, updates, and product listings.
- Produce product photography, image editing, and multimedia assets for web, print, and promotional use.
- Analyze website traffic, engagement, and product performance to improve content and digital workflows.
- Use AI tools to accelerate ideation, asset creation, and marketing workflows.

SENIOR ANALYST | CVS/AETNA | Hartford, CT January 2024 - September 2025

Supported systematic learning and development design for enterprise customer experience and organizational change initiatives through consumer insight and communications. Leveraged feedback to drive employee engagement and support leadership communications.

- Analyzed member feedback and produced curated video clips, sizzle reels, and multimedia assets for “voice of customer” initiatives.
- Created certification programs and upskilling pathways for embedded subject matter experts to strengthen consumer centric capabilities.
- Managed LMS curricula while establishing high quality standards, certification materials, supplemental learning resources.
- Partnered with cross-functional teams to connect member insights with business priorities and continuous performance improvement efforts.

INSTRUCTIONAL DESIGN CONSULTANT | Yale University | New Haven, CT April 2021 - July 2023

Developed and optimized digital learning resources while supporting accessibility, content standardization, and virtual instructor led training for diverse audiences.

- Restructured and standardized 300+ eLearning resources to improve accessibility, usability, consistency, and content quality.
- Developed digital learning materials using adult learning principles.
- Facilitated virtual training for groups of up to 50 participants, promoting engagement and knowledge retention.

Shaped curricula for franchise stakeholders, international teams, and operational audiences through needs analysis, targeted training, and continuous development initiatives.

- Built programs for single-unit franchisees, multi-unit owners, business development agents, and international learner groups.
- Conducted gap analyses to identify areas for improvement and align solutions with business priorities.
- Revised and standardized course content to strengthen instructional effectiveness, consistency, and learner experience.

VIDEOGRAPHER AND INSTRUCTIONAL DESIGNER | Edible Arrangement Corporate | Wallingford, CT 2012 - 2018

Delivered multimedia learning and communications for a U.S. and international franchise network of 1,200+ locations, spanning instructional video, eLearning, gamification, photography, presentations, and print materials.

- Led the overhaul of the instructional video library, including customized content for international franchise audiences.
- Developed interactive eLearning and gamification experiences supporting the transition from classroom to blended learning.
- Produced video and photography for training, corporate communications, events, and franchise initiatives.

PRODUCTION ASSISTANT | University of New Haven | New Haven, CT

2007 - 2010

Contributed to university media projects and live events through video recording, technical direction, lighting, audio, and postproduction.

- Served as cameraman and technical director for live events, televised programming, and campus productions.
- Applied video, lighting, audio, and editing skills across academic and promotional media projects.
- Created multimedia pieces for university communications, student engagement, and alumni outreach.

SELECTED PRODUCTION CREDITS

MyTV9: Editor for episodes of “A MyTV9 Star is Born” for television.

PBS NOVA: Production Assistant for Peabody Award winning director Richard Wormser in nationally recognized educational programming.

Dr. Henry Lee Institute: Director, photography, lighting, and camera operator for the Welcome Video.

Coordinating Council of Children in Crisis, Inc.: Director, camera operator, and editor for promotional video.

Edible Arrangements Annual Convention: Director of Photography and Editor for two consecutive years prior to fulltime employment.

TECHNICAL SKILLS

Articulate 360 (Rise, Storyline) | Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects) | Adobe Analytics | LMS Platforms (Saba Cloud, proprietary systems) | SCORM & xAPI Standards | Final Cut Pro | Avid | Microsoft Office Suite (PowerPoint, Word, Excel) | Virtual Training Platforms (Microsoft Teams, Zoom) | Wix | AI-Enabled Creative & Business Tools (ChatGPT, Bing Image Creator, Adobe Firefly, embedded enterprise AI tools) | Medallia | Audio & Video Recording Equipment | WCAG & Section 508 Compliance Standards

EDUCATION

BACHELOR OF SCIENCE IN COMMUNICATION, FILM & THEATRE | University of New Haven | 2006–2010