

# Amber Marechal

## Instructional Designer

Over a decade of experience designing and developing applied workplace learning solutions for adults, including instructor-led training, eLearning, and performance support. Demonstrated understanding of the intersection between educational technology and adult learning principles. Proven success engaging with stakeholders and subject matter experts in corporate and project environments across all sectors.

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## SKILLS

Instructional Design

SME Consultation

Strategy

Project Management

eLearning

Captivate

Multimedia Development

Graphic Design

Photoshop

InDesign

Presentation Development

PowerPoint

Stakeholder Relations

Copyediting

Technical Writing

Video Production

Premiere

Communications

## WORK EXPERIENCE

### Instructional Designer

#### ADM Learning

09/2012 – Present

Calgary/Canmore, AB

Independent contractor. Incorporated 02/2015.

- Consulted with clients to recommend effective learning solutions for their business needs.
- Designed and developed online learning and instructor-led training programs, including all aspects of instructional design and multimedia content development.
- Managed learning projects appropriately based on client budgets, timelines, and expectations.
- Produced multimedia content for eLearning programs, including scripts, audio, system demos, screen captures, graphics, animation, text, slide layouts, and interactive assessments; combined individual components into packaged eLearning programs for sustainable delivery.
- Created all materials necessary for leaders to communicate with and educate teams in person, including presentations, speaking notes, agendas, handouts, and facilitation guides.
- Wrote, formatted, and edited a wealth of technical and business documentation, including development of processes, procedures, tip sheets, and user guides.

### Marketing and Communications Strategist

#### RED The Agency

01/2012 – 09/2012

Edmonton, AB

- Collaborated with account and creative teams to develop strategic marketing and communications campaigns for large agency-of-record clients in corporate, non-profit, and government sectors.
- Clients included Alberta Gaming and Lottery Commission, EPCOR, OK Tire, Canadian Western Bank, City of Edmonton, Climate Change Emissions Management Corporation.

## RECENT PROJECTS

### eLearning Course Instructional Design (04/2017 – 07/2017)

- Client: Nexen CNOOC (Subcontract through Skeeter Media)
- Topic: How to follow Supply Chain Management governance policies and processes
- Deliverables: Voiceover scripts for four scenario-based modules (approx. 90 minutes); extensive SME consultation and review

### Performance Support Manual (06/2016 – 11/2016)

- Client: ATCO Electric
- Topic: How to comply with Measurement Canada regulations through the client's metering equipment management system
- Deliverable: Documentation of 25 business processes and 27 software application procedures; interpretation of solution design documents and process maps; extensive consultation with SMES

### eLearning Module Development (11/2015 – 12/2015)

- Client: ATCO Electric
- Topic: An overview of the client's asset management lifecycle
- Deliverable: Instructional design and custom multimedia development in Adobe Captivate for 10 minute animated module

### Instructor Led Training (11/2015 – 02/2016)

- Client: ATCO Electric
- Topic: Contract management (best practices for managing contractors)
- Deliverable: Presentation slides; facilitator guide, including training agenda and speaking notes

## CLIENT & PROJECT LIST

### Clients

Nexen CNOOC, Skeeter Media, ATCO Electric, Suncor, Capital Power, Government of Alberta, Productivity Alberta

### Instructor-Led Training Projects

Utility distribution system projects: municipal and residential construction; telecommunications/utility joint use; power outage workforce management; power pole maintenance; metering equipment maintenance

### eLearning Projects

Off-the-shelf and proprietary in-house enterprise software applications: Syclo (SAP), Intergraph MobileTC, I/Net, InService, GTech, ATCO CIS MEMS

## EDUCATION

### Master of Arts in Learning and Technology

#### Royal Roads University

06/2017 – Present

### Bachelor of Applied Communications

#### MacEwan University

09/2004 – 01/2006

### Diploma of Professional Writing

#### MacEwan University

09/2002 – 04/2004

## WORK EXPERIENCE

### Change Communications Manager Commonwealth Bank of Australia

12/2010 – 06/2011

Sydney, NSW

- Developed and implemented an organizational change communications program for an \$80M+ technology infrastructure and cloud-computing program of work.
- Supported the organizational change management team with development and approval of the communications strategy, followed by implementation of all recommended tactics.
- Coached executives on how to communicate with their workforce – to generate awareness and support for upcoming technology infrastructure changes while also mitigating productivity dips through proactive issues management.
- Established a baseline understanding of the change communications function for technology projects among key stakeholders, where little knowledge of communications previously existed.
- Managed expectations for communications delivery across multiple departments, won the trust of several difficult stakeholders, and aligned disparate groups on a common strategy and plain-language key messages.
- Implemented all communications tactics for the program within six months, including all-hands meetings, a Sharepoint site, leader communications (monthly leader briefing notes), presentations, print posters, and an animated video of the program vision.

### Change Communications Specialist ATB Financial

07/2008 – 10/2012

Edmonton/Calgary, AB

- Provided change communications support and guidance for a four-year SAP implementation; supported the project team, corporate departments, employees, managers, and leadership.
- Reduced unnecessary change within the organization by 25% to reallocate resources for the project and prevent costly change requests from vendors; achieved this objective by developing a process requiring executive engagement, business ownership, and effective use of technology collaboration tools.
- Within six months of hire, influenced communications factors indicating employee readiness for change from "below average" to "high performing," as measured by a third-party survey.
- Acted as a liaison between the project team and communications departments by translating business and technical language, so both groups could work together to complete project deliverables.
- Worked closely with program executives and leaders to anticipate and manage issues, keep employees engaged and informed, and support leaders across the organization.
- Collaborated with multiple departments to provide communications support and guidance for activities related to change management, training, job impacts, customer impacts, project management, and IT deployment and stabilization.

### Communications Advisor ATCO Group of Companies

06/2006 – 07/2008

Edmonton, AB

- Provided traditional corporate and internal communications support for the company e-newsletter, charitable giving campaigns, employee events, recognition programs, intranet management and redesign, crisis communications, and business continuity planning.
- Developed and launched a company-wide online employee occupational health and safety training program that reduced corporate risk of noncompliance with government legislation.
- Exceeded senior management expectations for delivery of online OH&S training, saving the company \$11,000 in instructional costs and 2,200 hours in productivity (versus traditional classroom training), with additional cost benefits realized each year.

## VOLUNTEER EXPERIENCE

### Board of Directors, Administration International Association of Business Communicators, Calgary Chapter

07/2015 – 06/2017

Calgary, AB

### Board of Directors Literacy for Life Foundation

06/2014 – 06/2015

High River, AB

## PROFESSIONAL DEVELOPMENT

### Bringing the Organization to Life with Gamification and Persuasive Technology (12/2016)

IABC International - 1-Hour Webinar

### How Intranets Can Help Communicators Transform Organizations into Modern, Digital Workplaces (10/2016)

Habanero Consulting Group - 2-Hour Workshop

### Dare to Lead: Be Brave. Be Bold. Be Better (05/2016)

IABC/Calgary - 3-Day Regional Conference

### Connecting Generations: Guide to Generations in the Workplace (05/2016)

Crosswise Communications - 2-Hour Workshop

### Introduction to Board Governance (05/2016)

Board Development Program, Government of Alberta - 1-Hour Presentation

### Dare to Lead: Taking Leadership to the Next Level (05/2015)

IABC/Saskatoon - 3-Day Regional Conference

## ASSOCIATIONS

### Institute for Performance and Learning (11/2016 – Present)

Member

### International Association of Business Communicators (07/2006 – Present)

Member

## AWARDS

### International Chapter of the Year (02/2017)

International Association of Business Communicators, Chapter Management Awards

### Award of Excellence (06/2010)

International Association of Business Communicators, Capital Awards

- Communications Management, Internal Communications Programs
- Business Blackout Communications Program

### Award of Excellence, (06/2007)

International Association of Business Communicators, Capital Awards

- Communications Management, Internal Communications Programs
- Online Health and Safety Training Program

## AREAS OF INTEREST

Lifelong Learning

Digital Literacy

Adult Learning

Open Educational Resources

Online Learning

Mobile Learning

Technology Change

User Experience

Professional Development

Continuing Education