

ELISA PENMAR

EXPERIENCED INSTRUCTIONAL DESIGNER | LEARNING STRATEGIST | COMMUNICATIONS SPECIALIST

SUMMARY

Instructional design leader with 5+ years of experience developing engaging training programs for diverse learners. Proven ability to create high-impact videos, e-learning modules, instructor guides, and job aids grounded in adult learning theory. Experienced in LMS administration, multimedia production, and cross-functional collaboration. Adept at using technology, automation, and AI tools to streamline content development and improve learning outcomes.

HIGHLIGHTS

- ❖ Deep expertise in instructional design, adult learning theory, and the ADDIE model
- ❖ Skilled in Articulate (Rise, Storyline), Captivate, and Adobe Creative Suite (Photoshop, InDesign, Premiere)
- ❖ Experienced in LMS administration, reporting, and troubleshooting
- ❖ Strong multimedia producer: video editing, scripting, visual storytelling
- ❖ Project manager with a track record of delivering complex learning solutions on time
- ❖ Clear communicator with sharp editing and presentation skills
- ❖ Collaborative team member with SMEs, IT, and leadership to align learning with goals
- ❖ Innovator in automating workflows and integrating AI to enhance training systems

EDUCATION

Teachers College, Columbia University, New York, NY

Master of Arts in Teaching of English at the Secondary Level - May 2013

Indiana University Bloomington, Bloomington, IN

Bachelor of Arts and Sciences in English and Telecommunications - May 2009

PROFESSIONAL EXPERIENCE

Phoenix College Preparatory Academy Phoenix, AZ — January 2024 – Present

Assistant Principal of Instruction

- ❖ Designed and implemented automated tools in Google Sheets using Apps Script to streamline student scheduling, placement, and progress monitoring
- ❖ Integrated AI into workflows to accelerate content creation, reporting, and staff communications
- ❖ Led professional development aligned with adult learning principles and organizational priorities
- ❖ Facilitated instructional coaching and curriculum alignment initiatives across grade levels
- ❖ Collaborated with cross-functional teams to launch new learning systems and schoolwide processes

GateWay Early College High School, Phoenix, AZ — July 2021 – December 2023

Assistant Principal, Instructional Coach, AVID District Director

- ❖ Created multimedia training materials to support instructional improvement

- ❖ Maintained and updated LMS content, supporting educator onboarding and digital curriculum implementation
- ❖ Partnered with SMEs to design training aligned with AVID strategies and learner-centered instruction
- ❖ Used data analytics to revise training and increase relevance, resulting in a 15% rise in staff satisfaction
- ❖ Developed resources to support dual enrollment and early college student success

StrongMind Inc., Phoenix, AZ — May 2021 – October 2021

Curriculum Writer (Independent Contractor)

- ❖ Created interactive e-learning modules and videos using Articulate Suite, increasing user engagement and knowledge retention.
- ❖ Designed training plans, job aids, and instructional guides to support the adoption of new tools and processes.
- ❖ Partnered with SMEs to align instructional materials with organizational objectives and ensure consistency.

Other Teaching Experience

Desert Mountain High School, Scottsdale, AZ — August 2017–May 2021

BASIS Scottsdale Primary, Scottsdale, AZ — August 2016–May 2017

Evergreen Middle School, Brooklyn, NY - August 2013 - December 2015

- ❖ Developed digital instructional units, including videos and interactive content, to enhance student engagement and learning outcomes.
- ❖ Applied instructional design principles to create and refine materials, resulting in improved learner performance and satisfaction.

United States Peace Corps, El Cedro, Dominican Republic — March 2010 – May 2012

Education and Technology Specialist

- ❖ Produced multimedia training content and digital literacy guides for over 40 schools, supporting teacher development and adult learners' computer skills
- ❖ Collaborated with cross-functional teams to adapt learning content to diverse needs, supporting change initiatives and enhancing user engagement
- ❖ Led communications efforts for program rollouts, creating materials that guided users through system and process changes effectively

Media Production Experience – 2009

National Geographic Television Production Intern

WTIU at PBS Educational & Production Services Intern

- ❖ Assisted in video content production and post-production, applying creative solutions to meet tight deadlines and align with brand standards.

SKILLS

- ❖ **Tools & Platforms:** Adobe Photoshop, Adobe Premiere, Adobe InDesign, Helios, Learnocity, Google Sheets, LMS platforms, Microsoft Office, Data Automation Tools
- ❖ **Instructional Design:** : Computer-Based Training (CBT), Web-based learning, Virtual Instructor-led training, Interactive content creation.
- ❖ **Project Management:** Strong capability in leading large-scale instructional design projects from conception to delivery with a focus on timelines and metrics.
- ❖ **Languages:** English (Fluent), Spanish (Advanced)