ROBIN ARMSTEAD

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Enterprise Learning Manager

Enterprise Learning Manager and strategic learning leader with a proven ability to align workforce development with organizational goals. Expert in transforming learning strategy into measurable business performance through innovation, operational excellence, and a concierge-level approach to employee development. Leads enterprise-wide initiatives that enhance productivity, strengthen talent capability, and elevate the employee experience across all business lines.

Core Competencies

- Learning Strategy & Organizational Alignment
- Enterprise LMS & Learning Technology Leadership
- Team Leadership & Employee Development
- Instructional Design & Content Innovation
- Strategic Planning & Performance Optimization
- Knowledge Management & operational Efficiency

Technology: Articulate Storyline 360, Adobe Photoshop, Adobe After Effects, Microsoft Office
Education: Master of Educational Technology, Boise State University, Idaho, 2013

Certifications & Professional Affiliations:

- Certificate in Online Adult Education, Boise State University, 2013
- Certificate in TEFL, Georgia State University, 2008
- Certificate in A.S. Health Information Technology, Macon State College, 2005
- Member, Association for Training Development (ATD)
- Member, The eLearning Guild

Publications & Presentations:

- *Minority gamers don't feel right in white skin: Avatar options are woefully limited.* **EdTech Connection**, January 2013.
- Cloud party: The Intersection of virtual worlds and mainstream social networks. ***Virtual Education Journal.*** v2, 4., 2013 (with Haskell, C.)
- *"Ethnicity Representation in Edutainment Games."* **AECT/ICEM Conference Presentation** 2012:

INSTRUCTIONAL DESIGN & LMS EXPERIENCE

April 2025 - December 2025 **Enterprise Learning Manager**, Georgia's Own Credit Union, Atlanta, GA

Georgia's Own Credit Union (http://www.georgiasown.org/) is one of the largest credit unions in Georgia. It services almost 240,000 members across the state and has approximately 550 employees.

Key responsibilities (reports to SVP of Enterprise Risk Management):

- Lead an Enterprise Learning team of 8 (2 instructional designers, 5 trainers, 1 coordinator) serving retail, contact center, and business lines across the credit union.
- Manage a $1.5M annual learning budget, ensuring alignment with corporate strategic pillars
- Implemented learning operations software (Cognota) to streamline project intake, tracking, and resource utilization, improving visibility and efficiency across all learning initiatives.

- Developed and presented an Enterprise Learning Strategic Alignment Executive Summary aligning all departmental initiatives to Georgia's Own's strategic plan and three pillars providing executive visibility and accountability.
- Deployed a Knowledge Base platform for front-line and contact center staff, reducing rework, improving speed-to-answer, and enhancing member experience.
- Oversaw design and delivery of enterprise programs including Universal Banker and Commercial training to drive revenue growth and member satisfaction.
- Introduced performance and alignment metrics—including after-action reviews, learning analytics, and strategic dashboards—to reinforce data-driven decision-making and continuous improvement.
- Redefined the learning experience to a "concierge-level" model, creating personalized, high-touch development pathways that enhance learner engagement, satisfaction, and performance across the enterprise.

April 2024 - April 2025 **Instructional Design Manager**, Georgia's Own Credit Union, Atlanta, GA

Key responsibilities (reports to Director of Enterprise Learning):

- Hire and oversee instructional designers, learning coordinators, technical writers, and contractors.
- Train and coach instructional designers, learning coordinators, and learning specialists.
- Develop training programs based on Enterprise Learning Roadmap.
- Oversee support and management for current Learning Management System.
- Coordinate with outside vendors and the Project Management Office on project teams to create learning solutions for new and upgraded system implementations.
- Conduct follow up studies to determine learning objective progress and ROI.
- Provide strategic support directly to the Director of Enterprise Learning.
- Create and maintain department wide standard operating procedures.
- Provides essential leadership to and support for implementation of Credit Union's strategic plan.
- Develop, enhance, and maintain excellent relationships with stakeholders.
- Manage cross organizational relationships with department leaders through planned touchpoint meetings.
- Review learning experiences created by team members and contractors as outlined by QA standards.
- Modifies training products and programs as needed.

March 2019 – March 2024 **Senior Instructional Designer**, Georgia's Own Credit Union, Atlanta, GA

Key responsibilities (reports to Director of Enterprise Learning):

- Implemented new learning management system, from BAI to Cornerstone.
- Oversee training for vendor system implementation projects.
- Oversee support and management for current Learning Management System.
- Plan training for change management during mergers
- Participate in merger meetings as a consultant to project team and new partners.
- Convert live presentations to digital formats.
- Work with Training Manager to develop a Training Roadmap.
- Consult with internal clients to include new eLearning into current training roadmap.
- Prepare infographics and internal advertisements from Learning and Development and Human Resources.
- Create and revise eLearning modules.
- Create standard operating procedure documents.
- Meet with vendors to develop training plans for ILT and online training for enterprise-wide software implementations.
- Provide guidance for online course development and deliverables from instructional designers and contractors.
- Create and manage project deadlines for instructional design team.

May 2016 - March 2019 **Instructional Designer**, LexisNexis, Alpharetta, GA

LexisNexis (http://www.lexisnexis.com/) is one of the largest holders of public and private data in the world. It leverages this information to provide products and services to businesses around the world.

Key responsibilities (reports to Instructional Design Lead):

- Create and maintain training department infrastructure including process documentation, training forms, file storage and management.
- Use the ADDIE Model to create foundational interactive e-learning courses using Articulate Storyline 2.
- Record and edit narration for courses and videos.
- Collaborate with team members to create videos and newsletters.
- Create customized quick reference guides for business partners.
- Provide support for the Learning Management System.

Sept' 2015-May 2016 **Mobile Learning Analyst**, Cox Automotive, Sandy Springs, GA

Cox Automotive (http://coxautoinc.com/) is comprised of over 20 smaller companies including Autotrader, Manheim, Kelley Blue Book, and Next Gear Capital. With a global presence, this company is one of the world's largest new and used wholesale auto vendors with ventures in 15 countries and 25,000 employees.

Key responsibilities (reports to LMS and Mobile Learning Manager):

- Manage the mobile learning application for Australia, New Zealand, and the United Kingdom.
- Design mobile friendly courses for product and soft skills training using Storyline 2 and Camtasia.
- Develop testing and compliance solutions using ID and LMS knowledge.
- Create training courses, job aids, and videos for navigating the application on multiple mobile devices.
- Troubleshoot end user issues related to application access and training assignment.
- Participate in cross organizational meetings to discuss best practices for the mobile learning application.
- Provide support to business partners for mobile learning application utilization and best practices.
- Apply knowledge of game and scenario-based learning to course development and system configuration.
- Keep up with current trends and research in the mobile learning industry.
- Use and keep current with authoring tools such as Articulate, Adobe Suite, Camtasia, Vyond