

JACOB H. BROADHEAD

Instructional designer | eLearning Developer

Maple Valley, WA

(801) 420-5298

Jacobhbroadhead@Gmail.com

[Online Portfolio](#) | [LinkedIn](#)

SUMMARY

With experience spanning between the corporate and public education sectors, I've spent the past 8+ years designing and developing engaging and effective learning and training solutions for diverse, global audiences. Using the principles of adult learning theory, in-depth needs analysis, and solid instructional design techniques, I design blended and localized training interventions that learners love and delivers results.

SKILLS

Instructional Design

- Needs Analysis
- Project Management
- Learning Evaluation
- LMS Administration

eLearning Development

- Advanced proficiency in Spanish
- Articulate Storyline 360
- Rise
- Camtasia

Graphic Design

- Canva
- Adobe Illustrator

Other Software

- Microsoft Word
- Microsoft PowerPoint
- Microsoft Excel
- Microsoft One Drive
- Google Suite

Languages

- Advanced Spanish Proficiency

EDUCATION

M.A. in Teaching English to Speakers of Other Languages

Monterey Institute of International Studies

B.A. in Spanish Education

Brigham Young University - Idaho

PROFESSIONAL EXPERIENCE

Business English Coach

Don Lee & Company | Seoul, South Korea (Remote) | Nov 2020 - Present

- Design and develop soft skills training during coaching sessions to improve workplace communication while consistently meeting organizational goals.
- Guide non-native English speakers to acquire and utilize business acumen.

Spanish Language Arts Instructor

Federal Way Public Schools | Federal Way, WA | July 2020 - June 2021

- Facilitated remote learning using Canvas learning management system (LMS) and video conferencing software to engage learners with varying degrees of language proficiency resulting in increased test scores by 88%.
- Used change management strategies to implement the use of reverse chronological organization, which increased user adoption reducing the learning curve, which resulted in increased efficacy.

Adult ESL Instructor

Park City School District | Park City, UT | Sept 2019 - May 2020

- Designed and implemented learner-centric instruction for 25 participants.
- Analyzed individual learners' skills and knowledge gaps to tailor education to meet those needs, resulting in 90% growth year over year as measured by the Kirkpatrick evaluation model.

Dual Language Immersion Instructor

Park City School District | Park City, UT | Aug 2016 - July 2020

- Spearheaded the use of innovative video recording software (FlipGrid) to record and share videos of learners' progress towards proficiency, which reduced the amount of time required to evaluate and share evidence of learners' progress with key stakeholders resulting in 84% of learners achieving advanced proficiency.
- Implemented an all-digital curriculum using Google Classroom LMS reducing the delivery cost by over \$1500 in paper and materials.

Instructional Designer and Content Creator

BYU - Pathway Worldwide | Salt Lake City, UT | Jan 2017 - Dec 2019

- Led a team of four remote content creators to develop and create content for international learners while meeting all deadlines and maintaining a quality rating of 0.94.
- Used Asana and other project management tools meeting sprint deadlines 100% of the time.

Instructional Designer and Business English Instructor

Samsung | Yongin, South Korea | Sept 2013 - July 2015

- Conducted thorough needs analyses to develop an 8-week listening skills course, which improved the course ranking from the lowest to the second-highest-rated course in the entire program.
- Developed eLearning content for Samsung employees with varying levels of language proficiency, including writing scripts and filming instructional videos.