


 Lcoburn85@gmail.com

 404.281.0663

 Marietta, GA 30062

 LinkedIn Profile

 Lisacoburn.com

Lisa Coburn

LEARNING & DEVELOPMENT SPECIALIST

PROFESSIONAL SUMMARY

Experienced learning designer skilled at engaging learners and developing mobile ready content using the latest technologies. Over twelve years of experience building programs for global audiences including technology, retail, customer care, B2B, compliance, and leadership.

EDUCATION

Master in Education Learning, Design, and Technology

University of Georgia
2009 - 2011

Bachelor of Education Early Childhood Education

University of Georgia
2003 – 2007

Introduction to Design Thinking Strategy

University of Texas
January 2018

KEY SKILLS

E-learning & ILT

Adobe Creative Suite

Wordpress (Elementor)

Vyond Video Animation

Camtasia

Articulate Rise & Storyline

Leadership Development

Graphic Design

WORK EXPERIENCE

Learning and Development Consultant (Contract)

Phillips 66 (via Guidant Global), Atlanta, GA | December 2023 – Present

- Develop templates to define styles and standards across Phillips 66 learning programs.

Lead Training Manager, Design

AT&T, Atlanta, GA | September 2012 – December 2023

Apply learning theory to design and develop a broad range of learning interventions covering onboarding, leadership, product, new-to-title, systems, and sales.

- Evaluated and revised a proposed business seller training solution to save the company over \$14,000 by making it faster to develop and manage while simultaneously enhancing the learner experience with multimedia content, job aids, and online modules.
- Developed a training site in collaboration with subject matter experts (SMEs) to simplify highly technical content on IoT and 5G with over 20K visits helping lead to an 83% YOY revenue growth.
- Managed end-to-end learning design including collaborating with legal, different units of WarmerMedia, media production specialists, and vendors to implement compliance training using short, engaging videos in multiple languages for a global audience of 5K+ employees.
- Designed and launched iterative leadership development program to over 12K managers across the US and Mexico.
- Established governance and developed process documentation for source files management for 200+ training designers.

Senior Training Manager, Design

AT&T, Atlanta, GA | July 2011 – September 2012

- Applied adult learning principles to account executive training to make it more engaging.
- Developed asynchronous and synchronous training materials for high profile launches of products and services to national retailer leadership and sales representatives.

Educator

Fulton County Schools, Johns Creek, GA | August 2007 – June 2011