

Mackenzie Lauka, MSED, CPTD

Innovative and Creative Curriculum Designer // Strategic Problem-solver // Collaborative Team Player
Fishers, IN (hybrid or remote work) // 740-398-1716 // Mackenzie.lauka@gmail.com // mackenzielauka.com

Highlights

- 8+ years in learning and development as an instructional designer working with LMS and eLearning applications, focusing on leveraging adult learning and varying modalities to upskill and reduce knowledge gaps
- Experience designing, developing, and facilitating scalable instructional materials and programs related to software, career and professional development, change management, leadership, and specialized marketing topics

Professional Experience

American Marketing Association, Remote

eLearning Instructional Designer

09/2022 – Present

- Assess viability, edit, and re-produce existing vILT videos to repurpose the content as self-paced asynchronous courses
- Consult with other departments and external partners on using adult learning principles and ID best practices to create and assess impactful learning experiences
- Coordinate curriculum for single and multi-session trainings by partnering with SMEs to identify learner needs, project scopes, translate concepts, and manage expectations
- Manage an online learning product portfolio of 3-5 virtual experiences monthly that bring in over \$500k annually
- Provide guidance on the organizational curriculum strategy to ensure existing and new products align with AMA's Skills Framework as well as meet business goals and the needs of various audiences

Purdue University Online, Remote

Instructional Design Practicum

01/2020 – 03/2020

- Conducted a course review using the Quality Matters rubric to determine areas of improvement and opportunities
- Transitioned a course from Blackboard to D2L by creating the course and assets in the learning management system

Alpha Kappa Psi, Professional Business Fraternity, Noblesville, IN (Hybrid)

Associate Director of Education

10/2015 – 09/2022

- Coordinated the schedule, content, speakers and provided event management support for in-person and online conferences with up to 1,000 attendees
- Created learning assessments and analyzed data to improve programs based on learning needs and outcomes
- Designed and developed engaging technical, leadership, and career content for ILT, vILT, on-demand and hybrid experiences including writing instructor guides, participant guides, decks, eLearning, video, and job aid documentation
- Managed the learning development process and learning management system (LMS) including planning, content creation, assignment, reporting and analysis of over 60 courses and 7,000+ enrollments to prioritize updates

Technology and Software Experience

Database Management | Salesforce, Sigma

ELearning Authoring Applications | Articulate Storyline, Rise, Snagit, Camtasia, PowToon

Graphic Design | Adobe Illustrator, InDesign, Photoshop

Survey Assessment | SurveyMonkey, WuFoo, Google Forms

Learning Management (LMS) | Blackboard, D2L, Canvas, CrowdWisdom, LearnDash, LearnTrac, Thinkific

Project Management | Asana, MindManager, Miro, Planner

Webinar Platforms | ON24, GoToWebinar, WebEx, Zoom

Website | Wordpress

Education and Certifications

Certified Professional in Talent Development (CPTD), Association for Talent Development

February 2024

Master of Science in Education in Learning Design and Technology, Purdue University

May 2020

Bachelor of Business Administration in Marketing, University of Toledo

May 2014

Organizations

Alpha Kappa Psi Professional Business Fraternity, Association for Talent Development, Beta Gamma Sigma Honor Society