

# Kira Zuleka Greer

658 Ashbury Street, San Francisco, California 94117-2923

415-244-5461 • zuleka@gmail.com • <http://www.linkedin.com/in/kiragreer>

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## INSTRUCTIONAL DESIGNER • TRAINING PROJECT MANAGER

Innovative and performance-driven professional with a Masters degree in Instructional Design/Adult Education and hands-on experience developing and executing comprehensive programs for diverse companies and clients that target vital organizational and learning needs. Instrumental in personal delivery of training, "Train the Trainer" and eLearning execution. A proven ability to exceed expectations in budget, quality, and time-sensitive environments. Strong knowledge of key project methodologies to ensure excellence and success.

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LMS/LCMS e-Learning Development/Rollout | Onsite & Virtual Training Programs | Needs Analysis

Project Planning & Management | Strategic/Business Plan Development | Best Practices

Performance Management | Curriculum Development | ADDIE, Rapid Prototyping, OAR, Dick & Carey Systems Approach

Agile (SCRUM) & PMI "Waterfall" Methodologies Content/Knowledge Management Systems | Cost & Quality Management  
Team Management | Skills Development

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## PROFESSIONAL HISTORY

### **Independent Consulting**      San Francisco, CA • July 2003 - Present

Consultation services for Training, Development, and Human Performance Improvement. Strategic Consultation including: training business plans, employee development, advising businesses on formation of Universities and business structures, Grant writing, drafting policies and organizational structure, construction and delivery of systems software and skills training. Modified use of ADDIE, Rapid Prototyping, OAR methodologies, The Dick and Carey Systems Model for development, and implementation for each client.

*Specializing in:* Face-to-Face instruction, eLearning development, Knowledge Management, Organizational Efficiencies, Training Project Management and Instructional Design.

**Prior Clients include:** Lockheed Martin Corporation; Automatic Data Processing, Inc (ADP); Pacific Gas & Electric (PG&E); Autodesk, Inc.; The Walt Disney Company; The Clorox Company; Sony Computer Entertainment America; California State Automobile Association (CSAA); University of California, Office of the President; Webvan.com; Cooley LLP; Littler Mendelson LLP; Morrison Foerster LLP;

### **INTERACTIVE SERVICES (US) Inc, San Francisco, CA • Feb. 2010 - May 2010**

#### **Learning Manager (Independent Consultant)**

Direct a team of Instructional and Graphics Designers for eLearning certification program for North American Autodesk Resellers. Construct and present project plan to Executive stakeholders, then monitor and steer team activities. Develop curriculum plan for instructional designers and provide editorial feedback for content consistency. Reported to Chief Learning Officer.

- **Drove completion of a certification program for Autodesk domestic resellers**, for all domestic resellers for delivery via Autodesk's Univeristy LMS.
- **Delivered project plan for Comcast Direct Sales Representatives (DSR's) eLearning**, to speed on-boarding for DSR's and Managers for salesforce.com tools.
- **Revised CapitolOne (UK) teleservices eLearning**, to address process and product changes for teleservices agents.

### **THE HOTWIRE GROUP (Hotwire.com), San Francisco, CA • Feb. 2007- Nov. 2009**

#### **Training Analyst – Global Customer Operations Team (Full-time)**

Advanced business decision-making through development and implementation of Quality and Training management programs (including training/reporting requirements) to measure and improve performance of vendors, teams, and trainers. Created cost-saving (15% annual reduction in per-contact costs) agent knowledge tools and materials, from e-mail and chat templates to supply partner communications. Created and managed an agent knowledge base to drive performance and consistency across all global call vendors.

- **Played key role in achieving 20% YOY boost to capacity**, while maintaining just 5% increase in training costs, through design/deployment of 2 vendor/3 campaign programs at U.S. and global call centers.
- **Slashed "time-to-floor" for new agents by 50% and protected \$75K in annual revenue** - while boosting agent performance and reducing turnover – through successful revisions to new hire training program in 2007.
- **Drove agent performance to exceed quarterly business goals** through introduction of vendor steering committees for APAC Customer Services Inc. and TATA business support services.

## **CALIFORNIA STATE AUTOMOBILE ASSOCIATION (AAA), San Francisco California • Aug. 2006 - Feb. 2007**

### **Design Lead for CSAA (CA, NV, UT) Saba® implementation (Independent Consultant)**

Created formative strategic and business plan for creation of an Instructional Design Committee – conducted critical Rapid Needs Analysis for Call Center New hire training re-development. Developed web-based curriculum for new hire training program, implemented in western regional call center.

- **Ensured success through leadership, as Chair, for the Technology, Standards, and Performance Committee** for 50+-member professional community.
- Played key role in successful implementation/roll-out of Saba® & CSAA University model for CSAA.

## **HOWARD RICE NEMEROVSKI CANADY FALK & RABKIN LLP, San Francisco, CA • June 2004 - Oct. 2005**

### **Trainer (Full-time)**

Spearheaded companywide training for all software and system updates.

- Advanced staff retention efforts through delivery of a strategic instructional design proposal **to reduce administrative and support role turnover by 20% YOY.**
- **Ensured optimal use and communication of training by monitoring a dedicated helpline** for attorneys and staff. Additionally, implemented a knowledge base for firm-specific software.

## **ADDITIONAL HISTORY**

### **COMPUTER PACKAGES, INC, San Francisco, CA • July 2001- Feb.2003**

#### **Technical Trainer/Training Project Manager (Full-Time)**

- **Led training and support initiatives for Western region**, including development of client-specific courseware and curriculum.
- **Collaborated on coordination of bi-annual regional client meetings** that hosted up to 200+ attendees.
- **Traveled across the U.S. to provide on-site project management** and software deployment support.

### **eBENEFITS, Inc. San Francisco, CA • Aug. 2000-May 2001**

#### **Training Coordinator (Full-time)**

Established training program for new clients of SaaS of HR tools for small and emerging businesses. Sped on-boarding and uptake of tools and ensured greater customer retention.

- **Created, implemented and delivered sales curriculum for nationwide rollout of sales tools via distance learning** for partner companies (ADP, Marsh MacMillan).
- **Cultivated initial sales positioning for Company** and assisted with business development for direct marketing programs.
- **Developed/deployed searchable KB with RightNow® technology** for internal and external customers.

## **EDUCATION**

**Master of Education in Instructional Design**, San Francisco State University, San Francisco, California

**Bachelor of Arts in Sociology**, University of California – Davis, Davis, California

## **PUBLICATIONS**

**"144 Tips on Synchronous e-Learning: Strategy + Research"** – eLearning Guild, Santa Rosa, California

## **AFFILIATIONS**

American Society for training and development (ASTD) | International Society for Performance Improvement (ISPI) American Association for Computer Education (AACE) | The eLearning Guild