



Joanne Deitsch
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215.361.0834

Summary

Learning Professional with experience in Fortune 100 and smaller organizations creating multimedia learning solutions. Proven ability to drive results by handling multiple projects while serving in various roles such as project manager, instructional designer, course developer, and trainer. My goal is to apply proven adult learning principles to create learner-centered, performance-based learning solutions.

Experience

July 2016 – Present IQVIA Remote **Mgr, Training and Instructional Design**

Designed course materials for virtual and instructor led training for compliance officers, administrators, and sale representatives in the pharmaceutical and life sciences industry. Software applications included Administration consoles, CRMs, and transparency reporting platforms. Created participant and leader guides, exercise books, storyboards, on-demand eLearning modules, demonstrations, and assessments.

My approach is to include a series of work place scenarios that require the learner to either use the tool or complete exercises to demonstrate competence with related concepts. As part of the development process, led meetings with subject matter experts, ran focus groups, and pilot programs. Served as a backup trainer and LMS administrator.

Created a Virtual Instructor Led strategy based on industry standards and personal experience. Developed a five week learning journey comprised of documentation, on-demand eLearning modules, virtual sessions, and rubric for the final project. Used Storyline 2 to develop on-demand eLearning modules.

December 2015 – May 2016 Sunoco Newtown Square, PA **Instructional Design Consultant**

Designed a three-week Restaurant Management training program to support the Laredo Taco Company food franchise roll-out in A Plus convenience stores. Using the existing program from the Western region as a framework, reorganized the material into a modular format. Rewrote content sections, assessment and reflection questions to accommodate regional operational differences. Created an evaluation strategy and surveys to gather learner feedback about the course.

November 2014 – May 2015 IMS Health Plymouth Meeting, PA **Training Consultant**

Worked with Subject Matter Experts to learn technical and business processes related to a global deployment of Salesforce applications in support of the Third Party Program. Developed a project plan, curriculum plan, interactive training catalog, and recommended training plans. Created job aids, guidance documents, operational guides, and PowerPoint storyboards for an audience of internal/external learners. Generated and narrated Brainshark modules. All materials complied with corporate branding standards.



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2010 – 2013
Merck & Co., Inc.
Upper Gwynedd,
PA

Senior Learning Services Specialist

Earned three Awards of Excellence, two of which were departmental awards, one awarded by the POST team leader. Applied ADDIE and 6Ds methodology to complete learning solutions. Created eLearning modules using Adobe Captivate and Litmos Author.

Worked with Subject Matter Experts to learn technical and business processes. Applied instructional design principles to translate personal learning and source content into materials for instructor led events and eLearning modules. Designed learning objectives and assessments. Developed workshops, related materials and scripts in support of site-wide training events.

Produced and moderated webinars presented by business subject matter experts. Delivered instructor led training for applications related to pharmaceutical clinical trial management including Protocol Template Training, I-Review and CTMS IMPACT to audiences of 3-35 participants.

As Project Manager, led diverse teams to meet project timelines from kick-off to close out. Organized project plans to manage team activities. Created Request for Proposals and Statements of Work for external vendors. Led teams to finalize vendor selection. External project costs ranged from \$500 to \$30,000.

2007 - 2010
Merck & Co., Inc.
West Point, PA

Tier 2 Support Analyst and Trainer

Earned two Sigma awards for training contributions to the Biomarker IT Imaging Platform team. Earned a Peer Recognition award for the ELN for Safety Assessment project.

Delivered instructor lead training to Basic Research scientists on a variety of topics including the Electronic Lab Notebook (ELN), ChemCart, and Spotfire. Audience size ranged from 3-75 participants.

Assisted iSCORE and COSMIC teams as a Subject Matter Expert. Worked with the Merck Polytechnic Institute to develop eLearning modules for ELN and iSCORE. Delivered ad hoc training as requested by the business.

Education

2019	University of Maryland, University College	Adelphi, MD
	Masters of Distance Education and ELearning	
1982	University of Delaware	Newark, DE
	Bachelor of Science, Computer Science	