

ADRIA CONNELL

Instructional Design • eLearning Development • Training Content Development

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PROFESSIONAL SUMMARY

Instructional designer and learning content developer with 10+ years of experience designing curriculum, developing eLearning and performance support materials, and creating learner-centered solutions across corporate, educational, and regulated environments. Proven ability to conduct learning needs analysis, collaborate with SMEs, and translate complex content into engaging, mobile-friendly eLearning, job aids, ILT/vILT, and procedural documentation. ServiceNow Knowledge Administrator supporting field teams across 2,500+ locations. Portfolio includes eLearning courses developed in Articulate Storyline, Articulate Rise, and iSpring Suite. Bilingual English/Spanish.

CORE COMPETENCIES

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|---------------------------|-----------------------------|---------------------------|
| • Instructional Design | • Adult Learning Principles | • Curriculum Development |
| • Learning Needs Analysis | • eLearning Development | • Assessment Design |
| • Facilitation | • Storyboarding | • Performance Support |
| • ILT / vILT | • Job Aid Development | • Content Strategy |
| • Learner Engagement | • Knowledge Management | • SME Collaboration |
| • Technical Writing | • SCORM / LMS Integration | • Accessibility Standards |
| • Blended Learning Design | • ADDIE / Bloom's Taxonomy | • Compliance Training |

Authoring & Tools: Articulate Storyline, Articulate Rise, iSpring Suite, Adobe Captivate, Camtasia, Synthesia, Canva, Descript, Murf, Tango, Scribe, SnagIt, Clipchamp

Systems & AI: SharePoint, ServiceNow, Microsoft 365, Microsoft Copilot, Claude, ChatGPT, Google Gemini, Confluence, Visio, Microsoft Project, Salesforce, Google Workspace

Certifications: ITIL Foundations | KCS Certified | LinkedIn Learning Instructional Design Certification

PROFESSIONAL EXPERIENCE

Learning Content Developer / Technology Specialist Sr.

PNC Bank

2021–Present

- Design and develop instructional content including job aids, storyboards, eLearning modules, and procedural documentation supporting learners across 2,500+ branch locations, ensuring all materials align to learning objectives, branding standards, and accessibility requirements
- Conduct learning needs analysis and workflow assessments to identify performance gaps, determine appropriate learning modalities, and translate operational requirements into targeted instructional solutions
- Collaborate with SMEs and operational stakeholders to capture institutional knowledge and develop curriculum-aligned learning materials across multiple formats and delivery modalities
- Serve as ServiceNow Knowledge Administrator, governing enterprise KB infrastructure — creating, publishing, reviewing, and retiring articles in alignment with KCS standards, documentation templates, and content lifecycle governance
- Lead biweekly virtual instructor-led training (vILT) sessions for Technology Field Services colleagues, delivering structured knowledge updates on new KB content, Break Fix procedures, and policy changes
- Develop and QA knowledge checks and training content prior to launch, verifying accuracy, functionality, and alignment to course objectives before distribution to field teams, and assess training effectiveness using field feedback
- Maintain training assets, course files, and documentation in SharePoint, supporting version control, content updates, and publishing workflows across the organization
- Apply AI tools including Microsoft Copilot, Claude, ChatGPT, and Google Gemini to accelerate content drafting, storyboarding, narration scripting, and documentation workflows
- Develop and maintain learning content in a regulated financial services environment, ensuring all materials meet organizational compliance standards, quality review cycles, and documentation governance requirements
- Support SME consultation and stakeholder collaboration to continuously improve performance support materials and knowledge resources across field operations

**Instructor — Spanish, English & ESL
Public Schools & Colleges, AL, AZ & IN**

2001–2011 & 2013–2015

- Designed curriculum-aligned instructional materials, lesson plans, and assessments for diverse learner populations across K–12 and college levels, applying adult learning principles and differentiated instruction strategies
- Developed learners' communication, critical thinking, and interpersonal skills through structured instruction, discussion facilitation, and collaborative learning activities
- Conducted ongoing needs analysis and used performance data and learner feedback to continuously improve instructional content and delivery
- Developed and facilitated ILT sessions for ESL and adult learners across community college environments, adapting content for varied cultural and educational backgrounds
- Collaborated with educators and administrators to refine curriculum, align content to learning objectives, and improve learner engagement and outcomes

Institutions: Brighton Elementary | Susan Moore HS | Cleveland HS | Valley Head School | Grand Canyon University | Gadsden City HS | Gadsden City Schools District | Gadsden State Community College | Indiana University | Southern Union State Community College | University of Alabama

**IT Gatekeeper / Remedy Admin / Sr. Video Conferencing Specialist
BBVA USA**

2015–2021

- Designed and maintained training documentation, user guides, and performance support materials to support enterprise technology adoption across distributed teams
- Authored bank-wide process communications and technical documentation, translating complex workflows into clear, accessible content for non-technical audiences
- Facilitated technology walkthroughs and trained staff on enterprise platforms, applying instructional techniques to support knowledge transfer and operational readiness

**Bilingual Video Conferencing Coordinator
BBVA USA**

2012–2013

- Managed scheduling for 80+ videoconferencing locations nationwide; coordinated executive telepresence meetings across U.S., Spain, and Mexico

**Bilingual Compliance Officer
RDS**

2011–2012

- Maintained accurate account records and communicated with jurisdictions to resolve delinquent tax accounts

EDUCATION

MA, English | Indiana University

MA, Latin American Studies / Spanish | University of Alabama

BA, History | Birmingham-Southern College

Previously Earned Alabama and Florida Teaching Certifications — Spanish, ESL, English