

# Meg Switzer

# Instructional Designer

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[Portfolio](#)

Enthusiastic life-long learner with a passion for empowering all learners to succeed. Skilled at designing and developing engaging, inclusive and interactive learning experiences. Excels at communicating and collaborating with subject matter experts (SMEs). Utilizes needs analysis, ADDIE principles and adult learning theory to effectively close knowledge and skills gaps.

## SKILLS

Articulate 360 | ADDIE | SAM | Canva | vILT | eLearning Design and Development | Learning Management System (LMS) | Google Suite | Microsoft Office Suite | Zoom | Microsoft Teams | Camtasia | Vyond Communication | Collaboration | Project Management | Problem Solving | Flexibility | Time Management

## WORK EXPERIENCE

### Educator

Hanover County Public Schools | VA

June 1991-June 2023

- Managed and mentored 15+ adults in varying stages of career development using leadership and project management skills while maintaining learner pass rate above 90%
- Mentored 15+ adults in varying stages of career development utilizing administrative and leadership skill set
- Conducted needs analysis; defined learning gaps; utilized backwards design to define learning objectives for over 1,700 learners; modified instruction to meet learner needs, including learners with disabilities; increased learner achievement from 50% to 90% in 8 months.
- Designed, developed and delivered over 900 hours of accessible e-Learning, blended and instructor led training (ILT and vILT), including job aids, aligned to multiple learning initiatives, resulting in 89% pass rate

### Drama Director

Hanover County Public Schools & Fairmount Christian Church | VA June 1991-1997, June 2004-2023

- Planned multiple large-scale outreach performances for community stakeholders
- Recruited and interviewed candidates for a variety of roles onstage and backstage
- Organized and managed 100+ volunteers leading to productivity increase of 40%
- Designed and directed productions using backwards design principles and creative processes
- Implemented organizational standard operating procedures (SOPs) resulting in growth of the program by 40% over 6 years
- Oversaw budget planning and grant writing to maintain funding for performances and outreach
- Designed marketing campaign, increased revenue and reach by 10%

### Curriculum Developer

Hanover County Public Schools | VA

2003-2013

- Collaborated with SMEs and stakeholders to develop curriculum and job aides for over 50 learners annually, using adult learning principles, ADDIE and backwards design, increased implementation of social studies pedagogy changes by 75%
- Facilitated annual training for adult learners to increase effectiveness of content and delivery using ADDIE and adult learning principles, increased effectiveness of instruction by increasing learner pass rate from 86% to 90%

## EDUCATION

### Applied Instructional Design Academy (2022)

- Instructional Design Credential
- Articulate Storyline Credential
- eLearning Development Credential
- Articulate Rise Credential
- Camtasia Credential
- Vyond Credential

### University of North Carolina-Greensboro, NC

Bachelor of Arts-Theatre Education and Speech Communication (magna cum laude)

## CERTIFICATION

National Board Certification for Professional Teaching Standards (2007-present)