

# Andraya M Goodwin

<https://andrayacreate.wixsite.com/andrayacreates>

## Education & Membership

### University of St. Francis

*Master of Science - Training & Development*

(January 2018 - Graduation May 2019)

### Eastern Michigan University

*Bachelor of Science – Psychology*

(August 2010 - December 2015)

### Association of Talent Development

*Dallas Chapter Member*

(January 2018 – Present)

## Experience

### Make-A-Wish Foundation

*Training Specialist/Instructional Designer (Volunteer)*

(July 2018 – Present)

- Assist stakeholders in identifying training solutions for over 100 North Texas Counties.
- Utilize ADDIE Method to:
  - Lead initiatives to analyze organizational need
  - Develop and design solutions including eLearning courses, Microlearning-Based solutions, Multi-Media resources, and Face-to-Face Classroom Facilitation
- Determine strategic implementation and evaluation processes such as virtual classrooms, and post-training assessments.

### KinderCare Education

*District Trainer and Center Director*

(August 2015 – April 2016) (January 2017 – June 2018)

- Recruited, hired, on-boarded and trained center management and staff
- Overseeing district training programs
- Increased preschool enrollment through various marketing communication strategies and tools such as Salesforce
- Reduced staff attrition through staff engagement, training, coaching, and consistency

### Tools

Articulate Storyline 360  
Adobe Captivate  
Adobe Photoshop  
Microsoft PowerPoint  
Microsoft Excel  
Audacity  
Canva  
MergeVideo  
VLC Video Editor  
Over 100 Free Design Tools

### Skills

Business Acumen  
eLearning Design  
Instructional Design  
Program Management  
Curriculum Development  
Public Speaking  
Technical Writing  
Strategic Planning