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# RAMONAAYALA

Digital Learning Professional/ Instructional Designer/ Risk-Taker

## CONTACT

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[LinkedIn](#) / [About.Me](#)

## SPECIALTIES

- Curriculum Design/Development
- Tailored Content
- Project Management
- Learning Management System Administration
- User Support/Experience
- Relationship Management

## EDUCATION

**Master of Arts, [Digital Media Design for Learning](#) ;**  
Games for Learning Concentration  
New York University  
Expected 2017

**Certificate, [Coaching](#)**  
Association for Talent Development (ATD)  
2015

**Certificate, [Learning and Development](#)**  
New York University  
2013

**Bachelor of Arts, Communication**  
Rutgers University

## VOLUNTEER

**New York Women in Communications (2013-2015)**  
Reverse Mentor for Fox News Exec  
[Watch Fox GDST Clip](#) of Ramona Ayala and Julie Livingston Discuss

**Association for Talent Development – NY Chapter (2012-2015)**  
Twitter Manager

**Citizen Teacher (2012)**  
Led 13-week apprenticeship for middle school students

## EXPERIENCE

### HEARST MAGAZINES, 2013 – PRESENT

#### *Training Manager*

- **Technical Training.** Manage, plan, and lead the technical training function for Hearst Magazines.
- **Cross-Divisional Program Manager.** Develop training and support plan for new enterprise-wide platform being implemented across Hearst Digital Media, Hearst Magazines International, and Hearst Television.
- **Internal Consultant.** Liaise with Hearst divisions to design and implement learning strategies for proprietary systems extending the team's reach and increasing training requests by 50% over 2015.
- **Project Management.** Training lead and project manager on all system rollouts and special projects including developing training schedules, instructional materials, employee communications and user support.
- **Relationship Management.** Collaborate with Executive, Editorial, Sales, and Enterprise technology teams to plan and manage all new products for supported systems including Content Management System, Salesforce, and Digital Asset Management system.
- **LMS Implementation.** Liaised with corporate technology to build and launch in-house Learning Management System. Provided requirements product functionalities, and general user interface direction resulting in 40% more efficiency.
- **People Manager.** Manage training coordinator on daily tasks and training projects based on business needs and increasing the technical team's reach within the corporation.
- **User Documentation.** Develop and manage user documentation and one-sheeters using instructional design principles.

### AOL, [Patch.com](#), 2010 – 2013

#### *Corporate Trainer*

- **Curriculum Design and Development.** Collaborated with clients and SMEs in assessing their needs, training design, and evaluation respectively resulting in numerous boot camp training programs for Sales and Editorial teams.
- **Management Program.** Developed, launched, and facilitated first-ever customized management program based on needs analysis of regional teams. Built curriculum and management 101 handbook based on gap analysis.
- **LMS Administration.** Project manager through three successful LMS transitions, including, branding customization, course & content building, user interface training, and internal communication strategy. Ongoing administrator and point of contact for internal support and system management.
- **Start-up Scaling.** In start-up mode, successfully maintained and facilitated on-boarding for 500+ employees in 4 months to scale from 150 sites to 750.
- **Coaching.** Coached and counseled Training Coordinator and Editorial Trainer, empowering and equipping them to achieve high levels of performance and build the department.
- **Training Administration.** Coordinated and maintained training calendar, logistics, and communication strategy plan to employees.

### TRINITY WALL STREET; BURSON-MARSTELLER, 2006-2010

#### *Human Resources Assistant*

- Supported all talent management processes including recruiting, benefits enrollment, performance management process, and new hire orientation.

## SKILLS

Keynote, Adobe Captivate, Salesforce CRM, JIRA, ServiceNow, Wordpress, Microsoft Office  
Beginner knowledge of: InDesign, HTML, CSS