

# STACI CROSSWELL

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A results-driven instructional designer and training & development leader with 10+ years of expertise in curriculum development, project management, employee training, stakeholder engagement, and customer success. A collaborative team player, skilled in creating engaging curriculum and programs that enhance learner performance in person and e-learning experiences. Experienced in working with diverse populations, implementing DEI initiatives, and adapting content to meet a range of needs. Proficient in assessing organizational training needs through performance evaluations and designing impactful training materials using various LMS platforms. An adapt author and public speaker with interview experience with Fox New sand RedReport podcast with Fox news. strong visionary leader and change advocate, dedicated to fostering growth and development across all levels of the organization.

## SIGNIFICANT HIGHLIGHTS

### Instructional Designs & Curriculum Development:

- Developed a district-wide comprehensive online learning curriculum for over 1,000 learners.
- Spearheaded the creation and implementation of backward-designed, project-based learning experiences, successfully scaled across multiple grade levels.
- Enhanced interactive learning by incorporating multimedia and advanced technologies into curriculum design.
- Leveraged ADDIE methodology (Analysis, Design, Development, Implementation, Evaluation) to craft structured lesson plans and training modules.

### HR Management, Staff Training, Recruitment, Onboarding:

- Recruited over 100 associates, prioritizing candidates with strong customer service skills; managed a team of 58 as Macy's floor manager.
- Delivered comprehensive training and onboarding programs at Lowe's, Macy's, and Sunglass Hut, successfully onboarding over 75 staff members.
- Implemented motivational programs featuring prizes and team-building activities, driving a 75% increase in sales and a 50% rise in credit card applications.
- Led and managed teams ranging from 3 to 250 employees across various roles.

### Performance Management & Team Leadership:

- Defined SMART (Specific, Measurable, Achievable, Relevant, Time-bound) employee goals to align with business objectives.
- Established clear roles and responsibilities for employees to ensure focused performance.
- Developed and tracked Key Performance Indicators (KPIs) for areas like sales targets, customer service, and inventory management.
- Conducted quarterly performance appraisals, utilizing standardized forms for consistency and comprehensive evaluations.
- Fostered a culture of continuous feedback, offering constructive criticism and praise, while encouraging employee self-assessment.
- Identified training needs and provided targeted professional development opportunities to promote employee growth and advancement.
- Implemented recognition and reward systems to incentivize high performers through bonuses, promotions, and public acknowledgment.
- Addressed underperformance with improvement plans, setting clear goals and offering support through Performance Improvement Plans (PIPs).

### Workshops & Training Management/ Learning & Development:

- Master Class Workshop: Received 95% positive feedback from participants, who reported improved understanding and implementation of project-based learning techniques.
- Delivered a backward design and project-based learning workshop to 20 staff, incorporating ADDIE model elements; resulted in a 20% increase in learner performance and engagement.
- Prodigy Workshop: Trained 17 employees on effectively utilizing Prodigy's metrics to enhance classroom performance.
- Conducted comprehensive training sessions to ensure team members were well-versed in product knowledge, particularly regarding high-end items.

## EXECUTIVE CORE COMPETENCIES

- |                                      |                                     |                                  |
|--------------------------------------|-------------------------------------|----------------------------------|
| • HR Management                      | • Learning & Development            | • Curriculum Design              |
| • Educational Technology Integration | • Data & Analytics                  | • Policies & Procedures          |
| • Corporate Training                 | • Customer Success Management       | • Cross-Functional Collaboration |
| • Employee Onboarding                | • Learning Management Systems (LMS) |                                  |
| • Multimedia Content Creation        | • Instructional Design Models       |                                  |
| • Conflict Resolution                | • Project-Based Learning            |                                  |

## EXECUTIVE CAREER HISTORY & HIGHLIGHTS

### EVENT MANAGER/PROJECT MANAGER

08/2022 – Present

Amsler Hills Winery | Sealy, TX

- Meticulously managed over 7 events, planning activities and coordinating various functions to ensure seamless execution of operations at a premier winery.
- Utilized exceptional problem-solving skills to resolve conflicts and address real-time challenges, maintaining the integrity of events.
- Simultaneously manage concurrent events, including managing events' logistics and resources as per event specifications; continuously surpasses client expectations.

### TRAINING SPECIALIST/INSTRUCTIONAL DESIGNER/EDUCATOR

01/2016 – 05/2022

Humble/Aldine ISD | Houston, TX

- Diligently evaluated the needs of a diverse population of learners; identified learning objectives and tailored instructional materials to meet learners' needs.
- Boosted learner engagement and performance by 60% after evaluating, identifying, and implementing best-in-class e-learning tools.
- Partnered with colleagues in integrating STEM and project-based learning approaches during the development and implementation of interdisciplinary units.
- Managed 15 diverse programs, successfully developing and launching an Online Program in response to COVID-19 to facilitate a seamless transition to virtual learning.
- Utilized Seesaw for homework assignments, fostering learner independence.
- Achieved an initial retention rate of 70%, currently maintaining an online presence of 4%.
- Employed differentiated instruction techniques for varied learning styles as well as designed meaningful assessments to evaluate learner understanding.
- Authored a grant proposal, successfully securing a \$2,300 grant.
- Developed clear, instructional content using audiovisuals and pictures for learner comprehension.
- Promoted inclusion within the classroom, serving 1,200 learners, including learners with special needs.
- Implemented DEI, fostering a welcoming environment for staff that boosted their motivation by 100%.

### TRAINING & PROFESSIONAL DEVELOPMENT MANAGER/MULTI-UNIT STORE OPERATIONS MANAGER/HR MANAGER

03/2014 – 01/2016

Sunglass Hut | Houston, TX

- Coached and guided the professional development of team members, reinforcing company values and service standards.
- Achieved a reduction in shrink from 47% to 13% by training associates on customer awareness and implementing an effective customer greeting routine.
- Developed and implemented a comprehensive training program for all associates, enhancing performance and improving customer satisfaction by 95%.
- Held bottom-line accountability for day-to-day operations across multiple retail locations, including payroll management and shrinkage control.
- Streamlined operations to reduce shrinkage by 73% within the first year and increased sales by 57%, with an 88% increase in one

## EDUCATION & CERTIFICATIONS

Master's Education in Instructional Design, 05/2024

Western Governors University | Salt Lake City, UT

Bachelor of Arts (B.A.) in Communication, 05/2004

University of Colorado | Colorado Springs, CO

Associate in Arts (A.A.) in Liberal Arts, 05/1998

College of the Sequoias | Visalia, CA

EC-6/ESL EC-6

MCE (Microsoft Certified Educator)

## IT SKILLS

- |   |                   |                   |                      |
|---|-------------------|-------------------|----------------------|
| ▪ Microsoft Office Suite (Word, Excel, PowerPoint)  | ▪ Articulate Rise | ▪ Articulate Rise | ▪ Synthesia          |
| ▪ Google Suite (Docs, Sheets, Slides, Forms, Drive) | ▪ Vyond           | ▪ Microsoft Teams | ▪ Imagine Art        |
| ▪ Canva   | ▪ Camtasia        | ▪ Zoom            | ▪ Chat GPT           |
| ▪ Google Classroom                                  | ▪ Adobe Express   |                   | ▪ CoPilot            |
| ▪ Schoology   | ▪ Wix             |                   | ▪ Microsoft Designer |
| ▪ Seesaw  | ▪ Slack           |                   | ▪ Mid Journey        |

## VOLUNTARY EXPERIENCE

□ American Heart Association through Macy's

□ March of Dimes through Macy's