

DELTINA HAY

E-learning Development | Instructional Design | LMS Administration | Content Creation

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Austin, TX

SUMMARY

I am an experienced Instructional Designer with a comprehensive skill set developed over 10 years in Learning Technology and 25 years in Web Development.

With expertise in many Learning Management Systems (LMS), I am also an LMS administrator specializing in consulting, implementation, migration, population, and integration.

My technical writing skills are demonstrated in the hundreds of courses, blog posts, articles, and webpages I have created, as well as in my published works.

I am currently seeking freelance work, but am open to contract-to-hire opportunities.

EXPERIENCE

CTO | Senior LMS Administrator

Elearning Delta

2016 - Ongoing Austin, TX

- Develop and implement the structure and organization of Learning Management Systems (LMS) to meet organizational needs and facilitate successful training programs.
- Migrate and integrate third-party data and applications into the LMS, including e-commerce and SSO implementation.
- Create and manage course materials, assessments, user accounts, roles/permissions, and reports.
- Analyze and interpret data to improve the LMS experience for users.
- Troubleshoot and resolve technical issues related to LMS.
- Provide technical and user support for LMS administrators and learners.
- Lead LMS teams and manage projects from start to finish regularly, staying well within budget.

E-learning Director | Instructional Designer

Elearning Delta

2016 - Ongoing Austin, TX

- Design and develop effective instructional materials, including interactive e-learning, video, and web-based tutorials.
- Meet SCORM and xAPI compliance standards for Learning Management Systems (LMS).
- Adhere to best practices for adult education and instructional design principles and accessibility.
- Design curriculum, write storyboards and voice-over scripts, and prepare closed captioning.
- Develop multimedia content using HTML, CSS, JavaScript, and Adobe CC.
- Integrate third-party e-learning technology tools, including LTI, AR and VR.
- Lead development teams, coordinate tasks, and drive projects to completion.

TECH STACK

E-learning Software

Articulate 360

Camtasia

Captivate

H5P

SCORM

xAPI

Learning Management Systems

TalentLMS

Thinkific

MATRIX LMS

Teachable

SCORM Cloud

TalentCards

Litmos

Growth Engineering

Moodle

Thought Industries

LearnBrite VR

Spoke

Coggnio

Udemy

LearnUpon

OpenSesame

Software Proficiencies

Adobe CC

Google Suite

Office 365

Development Tools

Zapier

WordPress

Make

Stripe

Shopify

AWS

OpenAI

Canva

Vimeo

HTML/CSS/JS

Productivity Tools

Monday

ShareFile

Airtable

Zoom

Salesforce

Slack

Zoho

Calendly

MailChimp

JotForm

LastPass

Asana

ChatGPT

EXPERIENCE

Online Course Developer | Instructional Designer

DeltinaU

📅 2012 - 2017 📍 Austin, TX

- Produced a catalog of over twenty, 5-star courses in digital marketing, search optimization, mobile marketing and web development.
- Developed an internal Digital Marketing Certificate program and custom programs for Drury University and 360Training.
- Marketed courses on popular e-learning marketplaces including Adobe Knowhow, Groupon, Udemy, DealFuel, Coursmos, OpenSesame, and WorldEducation.
- Established and managed affiliate and business partnership programs.

WordPress Developer | SEO Specialist | Content Creator

Plumb Web Solutions/Social Media Power

📅 2008 - 2013 📍 Austin, TX

- Developed stand-alone and multi-site WordPress websites and optimized them for performance, security, and speed.
- Optimized websites for search and social media, as well as prepped landing pages and websites for maximum conversion and ensured mobile readiness of websites.
- Developed and implemented social media marketing strategies, guidelines, and policies.
- Wrote, edited, and optimized hundreds of articles, blog posts, and web content for SEO and social media optimization.
- Integrated, automated, and analyzed social media campaigns.
- Supervised and managed teams of up to 20 for various projects.

EDUCATION

ABT MS Applied Math/Computer Science

Oregon State University

GPA

3.8 / 4.0

MA Counseling Psychology

St. Edward's University

GPA

4.0 / 4.0

STRENGTHS



Organization

I am adept at juggling multiple projects and prioritizing tasks for optimal results. I rely on my own - or the client's - productivity tools when necessary.



Communication

My strong communication skills allow me to explain complex topics in a way that is accessible to any target audience.



Problem Solving

I have a natural ability to identify problems and develop creative solutions and workarounds.

PUBLICATIONS

Published Articles

Various Sites

🔗 <https://deltina.journoportfolio.com/>

JournoPortfolio Profile

Published Books

Linden Publishing

🔗 <https://www.amazon.com/stores/author/B0025L8MVG>

Amazon

VOLUNTEERING

Board Chair

Independent Book Publishers Association

📅 2013 - 2015

I served as board member for one year before being elected as Board Chair. This was a rewarding experience that allowed me to contribute my expertise to the largest association of independent publishers in the world.