Laura McPherson

Content Editing + Management | Digital Learning Solutions
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Dynamic creative professional leveraging backgrounds in academic instruction and corporate training to develop e-learning and user education materials across competitive verticals using cutting-edge digital learning and content management technologies.

SELECTED PROJECTS

Online Learning Knowledgebase, University of New Orleans   **April 2024**

- Designed and launched modernized online student knowledge base informed by user journey mapping, stakeholder interviews and surveys, and Drupal capabilities; based on performance, page is now the first suggestion in the Help section of the Canvas LMS university-wide.

Content Design for SGE, Education Client   **May 2024**

- Produced new page category in high-competition education vertical oriented towards organic and SGE snapshots. Client site saw an immediate jump from 0% visibility for head keyword to 8%, paired with an average position jump from unranked to top 25.

PROFESSIONAL EXPERIENCE

Content Editor & E-Learning Designer, Remote   **December 2011-Present**
Freelance

- Become a functional expert in each client's brand, target audience, and objectives, synthesizing information across systems and touch points.
- Plan, design, and deliver e-learning solutions such as user manuals, quick start guides, and other complex, technical content including visual and graphical elements.
- Tell stories with data, using analytics and productivity tools to generate reports, analyze trends, and identify opportunities.
- Train and coach contractors at varying experience levels, cultivating a collaborative environment and facilitating skill development, leading to a 60% increase in contractor retention and improvements in project completion speed and accuracy.
- Apply domain knowledge, keyword/content gap analysis to propose and produce new content libraries; ex., proposed new public content library for an education client that captured 39% search visibility, including location-specific featured snippets, for theme.

Project 8 Labs, Remote   **September 2012-Present**
Associate Editor

- Deliver training and coaching to onboard and coach team contributors, identifying objectives, skills gaps, available resources, and project/portfolio goals to generate learning solutions.
- Author user education content and SEO strategies to successfully defend competitive rankings of a portfolio of 8 career and education websites in a rapidly evolving web environment.
- Use iterative thinking to collaborate with internal and external stakeholders in cross-functional teams to plan, create, edit, and launch content using an iterative and process-based approach, managing 2–6 contractors based on project and workflow.
- Project manager for building custom CRM for SEO outreach. Identified product requirements and specs, outlined process maps, user story, data trees, and matching logic, performed

functionality testing. Project reduced research time by 50%/average 25 contractor hours per month.

Inland Real Estate Investment Corporation, Oak Brook, IL September 2006-December 2011
Investor Relations Supervisor

- Responsible for training compliance team of 4 direct reports, 2 indirect reports, and 12-seat customer service team individually and in small groups on critical business systems and processes, including applications, workflows, document libraries, and procedures; recognized for identifying the need for and establishing a training library and documented process which lasted beyond tenure.
- Project manager working with in-house and external executive teams to establish implementation plans, project schedules, compliance and customer service processes and procedures, and training materials to move investment offering totaling over 533 million shares/$5 billion under management between transfer agents.

SKILLS + TECHNOLOGIES

Digital native with a history of quickly and accurately picking up new technologies, including proprietary software.

Adobe (Acrobat, Captivate, InDesign, Photoshop) • Adult Learning (ADDIE, ARCS, ASSURE, TPACK) • AI (360Learning, ChatGPT, Gemini, Perplexity) • Articulate 360 • Assessment Design • Canva • Canvas • Content Design + Strategy • Content Review + Editing • Drupal • Edtech • E-Learning Development • Figma • Google Workspace (Docs, Forms, Sheets, Slides) • h5p • Instructional Design • Microsoft 365 (Excel, PowerPoint, Teams, Word) • Program Design • Project Management • Rapid Prototyping • SEMRush • Snagit • Storytelling • Technical Training • WordPress • Zoom

EDUCATION

- Master of Fine Arts in Creative Writing, University of New Orleans (expected 2025)
- Graduate Certificate in Instructional Design, University of Miami (expected 2024)
- Post-Baccalaureate Certificate in Writing, With Distinction, University of California, Berkeley
- Bachelor of University Studies in Career and Technical Education and History, Magna Cum Laude, Eastern New Mexico University

RELATED PROFESSIONAL ACTIVITIES

- Teacher-Consultant, The National Writing Project
- Five-Year Teaching License, Illinois State Board of Education (ISBE)
- Conference Talk, "'The Urge to Destroy Is Also a Creative Urge': Artist Exploitation and Hallucinations of Abundance." ASAP/15, NYC, October 2024
- Invited Guest Lecture, "Pynchon's Sexy Lampshades: Categorizing Femininity, Feminism, and Universality with Pynchon's 'Accessible' Women." University of Alaska, Fairbanks. Spring 2023
- Certificate in Teaching Pathways, British Council, September 2022
- Conference Talk, "A Postcritical Reading of Mathematics as the Organizing Principle in Against the Day." International Pynchon Week, University of British Columbia, Vancouver, June 2022