MARCIE POVITSKY
Instructional Designer | Faculty

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Professional Summary

Experienced instructional designer with a proven track record in developing captivating eLearning content and combining expert-level video editing skills with tools like Camtasia and Adobe Creative Suite. Experienced in leading globally dispersed teams to streamline course development processes. Passionate about integrating innovative video training approaches to drive engagement and facilitate effective knowledge transfer.

Technical Skills

eLearning Design Development: Articulate Storyline/Rise 360, Canvas, Blackboard, SAP Enable Now
Video/Graphic Design Development: Adobe Creative Suite, Canva, Snagit
Evaluation: Qualtrics Survey Software, Tableau
Project Management: Asana, Airtable, ClickUp, Google Tables, Trello
CRM: MailChimp, Target X/ Salesforce
Remote: Zoom Facilitation, Hopin, Modo (Mobile App), Slack
Software: Microsoft Office, Google Suite
Skillful in adopting new technology quickly and independently

Professional Experience

Ellumen, Inc.   Remote
Instructional Designer   November 2022-Present

- Employ eLearning development software to design interactive, engaging, and accessible self-paced technology training for the U.S. Department of Defense.
- Produce approximately twenty visually engaging instructional videos and multimedia assets per course using Camtasia, Snagit, Visio, and other tools.
- Led the instructional design team in refining and documenting processes for course development, resulting in a 50% increase in efficiency.
- Developed a course storyboard template to streamline course content development and facilitate SME content reviews, enhancing the accuracy of our courseware.
- Collaborate with globally distributed SMEs to conduct needs analyses and develop training aids, videos, and assessments to bolster learner success.
- Maintain active security clearance (Public Trust).

The Universities at Shady Grove (USG)   Rockville, MD
Transfer Access Programs Coordinator   August 2016-November 2022

- Spearheaded the curriculum development and implementation of learning programs to train learners on processes, procedures, and technologies, resulting in satisfaction ratings of over 90%.
- Used analytical, problem-solving, and video production skills to develop learning solutions that annually supported over 150 select learners.
- Applied learning theories and written communication skills to develop lesson plans, learning objectives, goals, outcomes, and analytics for a new employee onboarding.
- Utilized data-driven approaches in instructional design, project management tools, and quality check techniques and technology to guide the development of high-quality eLearning instruction.

Towson University at The Universities at Shady Grove   Rockville, MD
Site Coordinator   August 2007-August 2016

- Utilized a strong work ethic and interpersonal skills to lead a fast-paced, collaborative environment that served over 300 students, staff, and faculty with integrity.
- Supported instructors by providing training and technical assistance on classroom and instructional technologies, including LMS (Blackboard), interactive whiteboards, and computer projection devices.
- Supported a data-driven approach by creating an Access-based learner database to track student progress.

Teaching Experience

University of Maryland, Global Campus   Remote
Faculty   August 2023- Present
- Coach an average of 20 new college students per semester to develop personal, academic, and professional skills.
- Support learners from across the globe in live and asynchronous sessions.

Towson University   Rockville, MD
Faculty   August 2007- August 2013
- Taught undergraduate and graduate teacher education students to build lesson plans and integrate instructional practices, processes, and models, including backward design and Universal Design for Learning.
- Facilitated engaging instruction using curriculum development strategies, multimedia technologies, and Learning Management Systems (LMS), including Blackboard and Web 2.0 tools.
- Transitioned one course to a flipped classroom model to create a more engaging experience and showcase an instructional model.

Montgomery Community Media, Inc.   Rockville, MD
Teaching Assistant   January 2014- August 2018
- Developed solutions to real-world inspired problems that contributed to the educational and volunteerism mission of the television studio.
- Achieved a 99% certification pass rate by training students on proper video production techniques using professional field and studio equipment and video editing software, including Final Cut Pro and Adobe Premiere.

Education

Master of Science in Learning Design and Technology   Rockville, MD
University of Maryland Global Campus   March 2022

Master of Science in Education in Technology for Educators   Baltimore, MD
Johns Hopkins University   May 2007

Bachelor of Science in Elementary Education/Special Education   Baltimore, MD
Towson University   December 2004

Certifications:
- **AI Certification for L&D**, 360Learning   (March 2024)
- **DHS 508 Trusted Tester**, Department of Homeland Security, Office of   (January 2023)
  Accessible Systems & Technology
- **Learning Design and Technology,** University of Maryland Global Campus   (June 2021)
- **Leadership and Management,** University of Maryland Global Campus   (December 2020)
- **True Colors Facilitator,** True Colors International   (Last recertification: July 2020)

Selected Presentations and Workshops

Povitsky, M. (2023, February). *True Colors: Leadership and Teamwork.* Facilitated a True Colors training to USG student leaders and pre-transfer students (in-person).

Povitsky, M., Speer, S. (2022, October). *The Future's Digital: Let's Embrace It!* Co-presented a breakout session at the USM Women's Forum Annual Conference (virtual).

Povitsky, M. (2021, October). *True Colors.* Facilitated a True Colors training to USG student leaders and pre-transfer students (virtual).

Povitsky, M. (2020, February). *Collaborate to Graduate: How a Transfer-Only Campus is Spelling Success for Maryland Students.* Presented a poster presentation at the National Institute for the Study of Transfer Students Annual Conference in Atlanta, Georgia (in-person).

Povitsky, M. (2019, September). *True Colors.* Facilitated a True Colors training to USG Student and Academic Services student staff (in-person).

Povitsky, M. (2019, July). *True Colors.* Facilitated a True Colors training to USG Student and Academic Services staff (in-person).

Dembroski, C., Hawksford, S., Mulligan, J., Sharpe, V., **Povitsky, M.** (2014, March) *Mentoring is a Team Sport.* Lecture presented at the 2014 Professional Development School National Conference, Las Vegas, NV.