

# Marcie Povitsky

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## SENIOR INSTRUCTIONAL DESIGNER

LEARNING & DEVELOPMENT STRATEGIST | LEARNING EXPERIENCE DESIGNER | LEARNING MANAGER

**PROFESSIONAL SUMMARY** – Experienced instructional designer with 13+ years creating learning that sticks, stories that click, and systems that fix. I create engaging learning solutions across higher ed, government, and workforce development sectors, blending creativity with strategy to design multimedia-rich, accessible content that simplifies complex concepts and drives performance. Known for leading agile projects, improving processes, and elevating the learner experience, I bring innovation to training experiences that help reach business goals.

## SIGNATURE ACHIEVEMENTS

- Redesigned experiential learning initiatives for a higher education campus, **increasing outreach by 30% and achieving 90% positive feedback** while enhancing cross-departmental collaboration.
- Led U.S. Customs and Border Protection training initiatives, coordinating cross-functional teams in an agile environment to support operational goals. **Delivered all projects on time, earning 95%+ satisfaction ratings from stakeholders.**
- Improved courseware and knowledge management systems for DoD and Border Patrol learning projects, **reducing development timelines by 50% and earning a Star Performer Award within one year.**

## TECHNICAL SKILLS

*SKILLFUL IN ADOPTING NEW TECHNOLOGY QUICKLY AND INDEPENDENTLY*

**eLearning Development Tools:** Articulate 360 (Storyline/Rise), SAP Enable Now, Camtasia

**LMS:** Canvas, Blackboard, D2L Brightspace, SCORM-compliant platforms

**Analytics:** Tableau, Qualtrics Survey Software

**Multimedia:** Adobe Creative Suite, Canva, Snagit

**Project Management:** Jira, MS Access, Airtable

**CRM/Communications:** Salesforce, MailChimp

**Virtual Collaboration:** Zoom, Microsoft Teams, Webex

**AI & Learning Innovation:** *Familiar with AI agents and prompt workflows for learning design.*

## LEARNING & LEADERSHIP EXPERIENCE

UNIVERSITY OF MARYLAND GLOBAL CAMPUS – REMOTE | APRIL 2023- PRESENT

### Adjunct Faculty (*Learning Coach*)

- Facilitate virtual, asynchronous academic and career readiness courses on D2L Brightspace LMS.
- Consistently **receive 100% positive evaluations** for availability, responsiveness, effective feedback, and helping students understand and apply course content.
- Guide students in leveraging generative AI tools to support digital literacy and SMART goal setting, reinforcing learning retention and real-world application.

ELLUMEN, INC. – REMOTE | NOVEMBER 2022- MARCH 2025

### Instructional Designer (*Federal Government Contractor*)

- Led the design and development of SCORM-compliant, interactive training modules and resources for government clients, aligning with accessibility (WCAG 2.1) and security standards.
- Built engaging, self-paced technical trainings, utilizing SAP Enable Now, Camtasia, Snagit to create simulations, learning materials, and knowledge checks, **earning 90%+ learner satisfaction via LMS analytics.**
- Managed full-cycle course development in an agile environment, from stakeholder alignment through launch and analytics gathering and reporting, **earning stakeholder satisfaction scores of 95% or higher.**
- Created standardized templates and SOPs, **reducing development time by 50%** and supporting a library of 50+ learning assets, leading to a **Star Performer Award in my first year.**

### Transfer Access Coordinator (*Learning Program Manager*)

- Designed practical learning programs and interactive experiences to help prospective students build academic and career readiness and confidence, **resulting in a 30% increase in early engagement**.
- Developed self-service onboarding and training tools in Articulate 360, Canva, Adobe Creative Cloud, and Salesforce, improving access and learner awareness and **cutting manual work by 70%, saving 20+ hours weekly**.
- Facilitated in-person and virtual orientations, using Zoom, for 50+ learners and co-led community-based virtual recruitment events with 100+ attendees.
- Applied ADDIE model to develop onboarding programs and hybrid training for 150+ learners annually, **achieving 90%+ satisfaction ratings**.

### ADDITIONAL EXPERIENCE

**Montgomery Community Media** | Rockville, MD

**Teaching Assistant** | January 2014- September 2018

Led hands-on training and assessments in video production, camera operation, and Adobe Premiere editing for community members pursuing TV production certifications. Delivered onboarding and technical instruction rooted in adult learning best practices to build skills, boost confidence, and drive success in a fast-paced, creative environment.

**Towson University** | Rockville, MD

**Site Coordinator & Adjunct Faculty** | August 2007- August 2016

Taught instructional and assistive technology courses to undergraduate and graduate students. Led local operations for a satellite campus, including faculty onboarding, marketing, and enrollment support for 300+ students and staff. Developed a custom tracking system that **improved enrollment workflows and decision-making accuracy by 30%**.

### EDUCATION

**M.S. in Learning Design and Technology** | University of Maryland Global Campus, Adelphi, MD

*Graduate Certificate: Leadership and Management* | University of Maryland Global Campus, Adelphi, MD

**M.S.Ed. in Technology for Educators** | Johns Hopkins University, Baltimore, MD

**B.S. in Elementary Education and Special Education** | Towson University, Towson, MD

### PROFESSIONAL DEVELOPMENT

**AI Certification for L&D** | 360 Learning | 2024

**DHS 508 Trusted Tester** | Department of Homeland Security, Office of Accessible Systems & Technology | 2023

**True Colors Facilitator** | True Colors | Last Recert: 2020

### AWARDS

**Star Performer** - Ellumen, Inc. (May 2023) *For taking initiative in learning new tools and processes, reducing development time by 50%, and quickly making meaningful contributions to the team.*

### SELECTED PRESENTATIONS

**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.** (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).