

SARAH MURPHY

Austin, TX 78731 | 512-762-7805 | 1sarahmurphy@gmail.com
[linkedin.com/in/1sarahmurphy](https://www.linkedin.com/in/1sarahmurphy) | Portfolio: sarahemurphy.com

Instructional Designer | Digital Media Director | Media Consultant

Passionate Instructional Designer with seven years of experience in management roles. Develops training and course content for subject matter experts. Utilizes excellent written and verbal communication skills to lead teams and achieve learning objectives. Recognized for training, mentoring, and empowering team members, thereby increasing morale and productivity. Skilled at creating and documenting optimized, scalable processes and workflows for team consistency, efficiency, and growth. Regularly studies adult learning theory and instructional design models (ADDIE, SAM, and backward design). Committed to achieve results with strategic and creative problem-solving. Avid Apple user and fan.

AREAS OF EXPERTISE

Adobe Creative Suite (Illustrator, PhotoShop, Premiere, etc.) | LMS & LCMS Platforms | Curriculum Development
Web Development (HTML, WordPress, eCommerce platforms) | Written & Verbal Communication | Project Management

CAREER ACHIEVEMENTS

- Recycled and reformatted content from one 3-day real estate expert conference to create online courses and a yearlong marketing campaign promoting future programs, resulting in exponential ROI
- Successfully launched courses enrolling over 10,000 students for one client
- Planned and executed twenty cross-country speaking engagements to promote client's VILT courses on tour

PROFESSIONAL EXPERIENCE

Instructional Designer (Digital Media Director / Operations Consultant) | Freelance / Remote Jan 2018 - Present

Partners with SME clients to conduct needs analyses, develop content, and review results on long-term projects. Manages projects for global, remote instructional design teams. Known for forecasting and preventing challenges.

- Crafted experiential international adult learning communities to increase student engagement
- Established workflows and communication procedures to manage content development projects
- Managed an international, virtual Instructional Design team
- Built asynchronous, synchronous, and hybrid virtual learning environments via LMS and other platforms for clients
- Implemented helpdesk software and trained client teams to support their adult learning communities

Partner/ Co-Owner, Chief Growth Officer | Golden Arm Media, Austin, TX

Dec 2013 – Feb 2018

Golden Arm Media was a local content creation company focused on instructional content, producing high quality online video courses for SME clients using research to target their individual audiences in different locations, speaking different languages, in a variety of industries.

- Coordinated logistics and team member assignments, managing time and resources to meet deadlines
- Presented content marketing workshops to teach business owners how to become subject matter experts
- Developed instructional content to train adult learners (employees) on client project workflow and client support
- Collaborated with stakeholders to conduct needs analyses, develop content, and review results
- Managed multiple simultaneous projects, researched to find the most effective tools and methodologies

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PROFESSIONAL EXPERIENCE (Continued)

Logistics Supervisor (Sr. Research Asst., Research Asst.) | MediaScience, Austin, TX

May 2012 – Jun 2014

Promoted twice in two years, with increased responsibility based on high performance. MediaScience is an advertising and media research lab conducting innovative studies for major networks and software platforms, such as Viacom, Disney, Facebook, and Hulu.

- Wrote detailed technical procedures for over fifty client research studies and conducted hands-on ILT
- Created customer service training materials including phone and digital communications
- Devised valid and accurate assessments to measure the training effectiveness and learning outcomes
- Completed data quality control analyses to evaluate employee performance and training

EDUCATION

Bachelor of Arts, Psychology with High Honors | University of Texas | 3.9 GPA

May 2010

- Earned a Minor in Educational Psychology
- Took additional writing component courses and wrote an undergraduate thesis

TEFL (Teaching English as a Foreign Language) Certificate | WorldTeach at Harvard University

Oct 2011

- Taught English to adults in Austin, and sixteen classes (500 K-6th grade students) at a Thai primary school
- Designed curriculum, weekly lesson plans, and printable worksheets catered to each class's skill level
- Supported local English programs by training teachers, creating resources, and holding extra-curricular camps