

# Alexandra Brandriff, EdD

Instructional Technologist

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| Tampa, FL

Learning & Development professional with 8+ years of experience designing and delivering impactful training programs. Skilled in facilitation, instructional design, and LMS management. Adept at conducting needs gap analyses to create targeted learning solutions that engage learners, close skill gaps, and align with business goals—driving measurable performance improvement and cross-functional alignment.

## W O R K   E X P E R I E N C E

Instructional Technologist

2020 - present

ISC2 – Tampa, FL

- Conduct comprehensive needs gap analyses across Sales, Professional Development, and Customer Experience (CX) teams to identify critical training and knowledge gaps.
- Designed and implemented a targeted CX training strategy, including a scalable training plan and live virtual sessions, significantly upskilling CX staff.
- Achieved a 73% reduction in internal escalations from CX to the Professional Development team within the first 90 days, allowing CX to function as a full service provider for customer support.
- Train and mentor CX leads, enabling delegation of additional responsibilities from the Professional Development team and reducing customer response times.
- Identify organizational growth opportunities and deliver high-impact training programs across departments to support talent development.
- Support departmental growth through resolution of technical challenges and implementation of instructional technology solutions.
- Continuously refine training materials based on monthly performance analytics, addressing skill gaps through assessments and learner feedback.
- Drive ongoing improvements in learning operations by optimizing documentation, processes, and training workflows.
- Conduct rigorous usability and accessibility testing for online courses to ensure quality, compliance, and learner engagement.
- Oversee complex LMS operations, including course configuration, user access, and technical troubleshooting.
- Build and manage curriculum master shells to streamline course development and delivery.
- Maintain detailed operational documentation, implement process improvements, and support cross-functional alignment to optimize training and administrative workflows.
- Collaborate closely with Instructional Designers to build LMS courses directly from production documents and storyboards, ensuring alignment with learning objectives and content accuracy.
- Configure and manage course elements within the LMS—including layout, metadata, learning objectives, and technical specifications—for internal HR training, continuing professional development, and certification programs, following guidance from the LMS Administrator and eLearning Developer.

- Create course curriculum content master shells and build eLearning module components in authoring tools (Storyline, Rise).
- Provide support in developing, coordinating, and conducting training for LMS administrative users.

#### Learning and Development Specialist

2017 - 2020

Keeley Companies – St. Louis

- Conducted annual needs gap analyses across six Keeley Companies to identify critical topics for training curricula.
- Partnered with subject matter experts (SMEs) to develop customized content tailored to each company's needs and preferred delivery formats.
- Cultivated SME relationships, implemented course assessments, and generated performance reports to identify areas for improvement based on user ratings and feedback.
- Collaborated with HR teams and departmental stakeholders to align training initiatives with organizational goals while coaching SMEs on effective instructional techniques.
- Facilitated weekly onboarding sessions with hiring leaders and managed employee training requests, ensuring smooth integration of new team members and ongoing development.
- Designed and developed tailored training materials across six companies, managed LMS platforms, and analyzed monthly performance metrics to improve online and in-person courses.
- Secured and coached SMEs for training sessions, enhancing instructor effectiveness and creating comprehensive course assessments to measure learning outcomes.
- Integrated emerging technologies and industry trends into training methodologies, continuously refreshing course content to maintain relevance across all six companies.
- Built eLearning module components using Adobe Captivate.

#### Mortgage Loan Processor/Loan Officer Assistant/Training

2016-2017

USA Mortgage – St. Louis, MO

- Trained new hires on company systems, procedures, and policies; developed onboarding materials.
- Supported loan officers with administrative tasks, including file preparation and documentation management.
- Served as liaison between loan officers and borrowers, answering questions and updating clients on loan status.
- Ordered and managed credit reports, appraisals, and title documentation.
- Organized loan data entry and maintained accurate records in the company database.

#### BSA Coordinator / Executive Assistant to CFO

2015-2016

1<sup>st</sup> Advantage Bank – St. Peters, MO

- Prepared monthly and quarterly reports for board meetings and organized board meeting packets and agendas.
- Served as Executive Assistant to the CFO, providing operational and administrative support.
- Reconciled G/L and expense accounts; reviewed daily reconciliations for accuracy.
- Assisted with preparation and management of the annual budget.
- Prepared minutes for Asset & Liability Committee meetings.
- Managed Accounts Payable, including invoice entry, check processing, and vendor communication.
- Assisted in training new branch employees.

Anheuser-Busch Employees Credit Union (now Together Credit Union) – St. Louis, MO

2014-2015

#### Business Loan Coordinator

- Collaborated with credit analysts to prepare credit reviews for Board of Directors approval.
- Reviewed credit evaluations and loan structures to generate loan documents.
- Ran reports for month-end and quarter-end presentations to loan committee and board.
- Ordered title work, flood letters, and title insurance; completed payoff statements and collateral releases.
- Filed UCCs, recorded deeds, and managed loan documentation with county offices.

#### Personal Service Counselor

2015-2014

- Assisted members with account management and various loan and service products.
- Processed loan applications, ensuring proper credit investigation in compliance with credit union policy.
- Completed loan closings and disbursements; recommended appropriate actions based on credit assessments.
- Identified and recommended credit union products tailored to members' financial needs.
- Supported branch manager in training new employees (tellers and personal service counselors).
- Performed teller duties, including transaction processing and cash drawer balancing as needed.

### E D U C A T I O N

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Doctor of Education – Instructional Leadership

St. Charles, MO

*Lindenwood University*

Master of Business Administration (MBA)

St. Charles, MO

*Lindenwood University*

Bachelor of Business Administration

St. Charles, MO

*Lindenwood University*

### T E C H N I C A L   S K I L L S

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Learning Management Systems

HTML, CSS, H5P

Curriculum Development

Data Analysis and Reporting

SCORM & xAPI

Salesforce

LMS Course Development

Your Skill Goes Here

Articulate (Storyline & Rise)

Captivate

Usability Testing

Accessibility Testing

### P R O F E S S I O N A L   S K I L L S

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Leadership

Communication

Instructional Design

Documentation & Knowledge Management

Learner Engagement

Virtual Teaching & Training

Adult Learning Theory (Andragogy)

Adult Education

Facilitation

Needs Gap Analysis

Performance Improvement

Team Development