

Kris Rose Shelton, MFA MBA

Leadership Development Manager/Instructional Designer

4995 Laurel Run
Winston-Salem, NC 27106

919.333.8180
kris@krisshelton.com

- Managed mLearning and eLearning products life-cycle: identifying opportunities, cultivating the right collaborators, building web, multi-media, and print resources, marketing products internally and externally, assessing impact, assisting in senior leader/donor briefing to gain visibility and resources
- Supported HR projects across four brands including new hire orientation, leadership development, change management, and performance management to foster a positive working environment
- Employed five different LMS platforms and a variety of mLearning and eLearning tools including Storyline, Captivate, InDesign, Adobe Creative Suite, and PhotoShop to inspire learners
- Optimized adult learning via onsite and online instructional design consistently ahead of schedule
- Awarded "Distinguished Adjunct Faculty" commendation given to top 10% of university instructors
- Authored textbook *Power Language: Effective Communication for Executive Development* used since 2003 in MBA leadership development program, Dominican University of California

Core Skills

mLearning, eLearning, online learning, training, leadership development, instructional design, process improvement, corporate communications, marketing/promotion, strategic planning, change management, coaching/mentoring, teamwork, curriculum design

Professional Experience

Wake Forest University School of Business

Center for Leadership & Character – Winston-Salem, NC

11/13 – Present

Instructional Designer/mLearning Project Manager

As Instructional Designer:

- Built and managed an interactive learning framework (mLearning & eLearning modules, Center resources website, leadership video series, team and train-the-trainer resources) via rapid prototyping to assist shaping the School of Business culture and establishing the Center for Leadership & Character as a recognized thought leader in leadership and character development (see project list)
- Marketed a portfolio of services and assisted team with integrating leadership and character experiences across programs (curricular, co-curricular, extra-curricular) resulting in an enhanced learning environment for students, faculty, staff, alumni, executive education, and community business partners to continue to develop as passionate, ethical business leaders who get results with integrity

Davenport University – Grand Rapids, MI

4/94 – Present

Online Instructor/ Instructional Designer

As Distinguished Adjunct Faculty and Course Coordinator:

- Improved performance for over 15k learners on five continents via iLT, ViLT, blended, and online courses incorporating current pedagogy and assessments aligned with program goals
- Created graphic and digital content in e-learning courses using PhotoShop, Visio, SnagIt, Jing, Captivate, and other multi-media and infographic tools to enhance learner performance
- Created and revised curriculum (collaboratively) for leadership, management, and communication programs based on student feedback, evaluations, and industry best practices
- Recruited, trained, and supervised adjunct instructors resulting in commendations for improving consistency and quality while reinforcing organizational culture and values

Blue Gray Alliance – Navarre, FL

10/12 – 10/13

Communications Manager for National Not-for-Profit Organization

As Media/Marketing Coordinator:

- Interfaced with national and regional media in event promotion gaining an audience of over 50k
- Raised over \$14k managing event program and DVD projects including negotiating donated services
- Shaped brand identity and gained member commitment for 15k member organization via conventional marketing and social media channels including Facebook, Twitter, YouTube, and Instagram

Dex Media (R.H. Donnelley) - Cary, NC

2/07 – 3/09

Training Development and Communications Manager

As Talent Development Manager and Instructional Designer for Leadership Development:

Leadership Development & Instructional Design

- Led development and marketing of new manager training iLT programs including working with SMEs, producing instructor-led modules, train-the-trainer sessions, implementation, and measurement
- Revised and improved new employee orientation including upgrading compliance reporting
- Developed and implemented project management tools and instructional design processes including project planning, execution, and measurement for continual customer service improvement
- Built communication plans and processes establishing leadership development brand identity for initiatives including behavior-based interviewing, employee engagement survey, and *7 Habits* training

Communications & Change Management

- Streamlined and delivered critical communications enterprise-wide on company reorganization in collaboration with cross-functional team
- Provided solutions to executive committee on communication strategy, training, and implementation
- Accelerated change preparedness by partnering with external consultants and HR generalists to deliver change management and process reengineering training to corporate and operations populations
- Gained commitment from diverse stakeholders by building relationships and using influence wisely

Executive Development Seminars – Spring Lake, MI

1/04 – 12/06

eLearning Consultant

As e-Learning Contractor and Instructional Designer:

- Developed and facilitated web-based training solution for over 175 staff and executive employees at **Schneider National, Inc.** working within a pre-defined process on budget and on time
- Established 90% improvement rate and 91% completion rate in 2006 seminars including analyzing performance data and evaluating and applying emerging instructional methods
- Cut communications training costs by over 50% at Schneider National, Inc. 2004-2006
- Customized rapid eLearning communication training program for claims department resulting in enhanced customer service, reduction in complaints on claims, and higher morale

Technology

Adobe Creative Suite, Articulate Storyline, Captivate, InDesign, Blackboard LMS, e-College LMS, Moodle LMS, Sakai LMS, WebEX, GoToMeeting, VoiceThread, Cisco Show and Share, Jing, SnagIt, MS Office (Word, Excel, PowerPoint, Outlook), MS Project, Visio, SharePoint, You Tube, Facebook, Twitter, Instagram

Publications

Author -- *Power Language: Effective Communication for Executive Development*, by Kris Shelton, Copley Publishing, 1st edition 2003, 2nd edition 2007, 3rd edition 2011 ISBN: 1-59399-261-0

Education

MBA Strategic Management, Davenport University, Grand Rapids, MI

MFA Writing, Publishing & Literature, Emerson College, Boston

BFA Writing, Publishing & Literature, Emerson College, Boston

Additional Resources

Center for Leadership & Character Resource Center: <http://www.centerforleadershipandcharacter.com>

Digital Portfolio: <http://www.krisshelton.com>

LinkedIn Profile <http://www.linkedin.com/in/krisroseshelton>

Kris Rose Shelton brings 20 years of mindfulness meditation practice as well as a portfolio of instructional, marketing, and leadership development experience spanning the academic, corporate, and non-profit sectors. With an MBA in strategic management and an MFA in writing, Kris blends the tactical and the creative to translate business needs into impactful products and programs that bring company values, goals, and initiatives into a sustainable reality.