

# MAREDITH L ADSIT

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## ABOUT ME

A training and development professional with multiple industry experiences, including restaurant and banking, possessing outstanding academic preparation, technology skills, and experience managing a team of creative individual contributors, seeking a leadership role in training and development.

## PROFESSIONAL SKILLS

- Adult Learning Needs & Theories
- Blended Learning
- Classroom Delivery
- Instructional System Design (ISD)
- Leadership Development
- Operations Training
- People Management
- Performance Support
- Project Management
- Rapid Needs Analysis
- Relationship Building
- Team Building
- Working with Subject Matter Experts
- Vendor Management

## COMPUTER SKILLS

PC and MAC applications skills in word processing, spreadsheet, graphics, web meeting, project management and design:

- |              |              |
|--------------|--------------|
| •Access      | •Illustrator |
| •Camtasia    | •InDesign    |
| •Captivate   | •Java Script |
| •CorelDraw   | •Lectora     |
| •Dreamweaver | •Photoshop   |
| •Excel       | •Power Point |
| •Fireworks   | •Saba Centra |
| •Flare       | •Smartsheet  |
| •Flash       | •Snag It     |
| •HTML        | •Word        |

## WORK EXPERIENCE

### Popeyes Louisiana Kitchen, Atlanta, GA

May 2014 - present

#### Director of Global Training (October 2015 - present)

- Responsible for the training and development needs of over 2000 domestic restaurants (96% franchise), by way of: the design and development of content; implementation of instructor-led training through classroom, online, or one-on-one; and/or utilization of a learning management system (LMS) to deliver and track training. Manage a people and project budget of over \$1.5 Million.
- Lead a team 15 training and development professionals to meet brand needs. Provide coaching, development and support to team, including 5 direct reports. Received 78% agree/strongly agree overall manager effectiveness score on most recent employee engagement survey.
- Develop and implement the training strategy for Popeyes, as well as identify the learning needs of projects and key initiatives for other department within the brand. Assign training support staff to design, develop, and implement training, based on brand needs, availability, skills, and personal preferences.
- Lead the implementation of the LMS upgrade to Saba Cloud. Developed project plan and manage team deliverables to ensure project is delivered on time and within budget.
- Implemented a new single source strategy, utilizing a content management software (CMS), to simplify the management of content across multiple paper-based outputs and create consistency across training tools.

#### Instructional Design Manager (July 2014 - October 2015)

#### Instructional Designer (May 2014 - July 2014)

- Led, coached, and evaluated the competencies and skills of direct reports to enhance performance, as well as career and personal development.
- Ensured all Operating Procedures, eLearning courses, and training materials were designed and developed in a timely manner.
- Facilitated a group ideation session for the International Delivery team to define the delivery process, as part of workshop development for the Popeyes International Franchise Convention.
- Planned, executed, and evaluated a needs assessment of Popeyes International training. Presented finding to project stakeholders and International leadership.
- Designed, implemented, and evaluated a standardized training design and development schedule for LTOs and Market Tests.

### YUM! Brands, Louisville, KY

June 2006 - May 2014

#### Instructional Designer - KFC (January 2011 - May 2014)

- Designed and developed the award-winning Chicken Mastery training program, covering the five main chicken products for the brand. This program became a core operations initiative for the brand, has been much lauded within the YUM family as a best-in-class program, and has been called by franchisees, *some of the best training to come out of KFC in years.*
- Routinely designed and developed easy-to-use and understandable training solutions for restaurants that include quick reference guides (QRGs), job aids, performance support, eLearning modules, training videos, and mobile-enabled support tools, to help restaurant team members and management perform daily tasks within a restaurant setting.
- Partnered with internal leadership team and top franchisees to gain alignment, establish need, and gain cross-functional participation for training projects and programs.

samples and references furnished on request

## AFFILIATIONS AND MEMBERSHIPS

- Association for Talent Development (formerly ASTD)
- The eLearning Guild
- Women's Foodservice Forum (WFF)
- Society for Human Resource Management (SHRM)

## CONFERENCES AND CERTIFICATIONS

- 2016 - Elliott Masie's Learning Systems Conference, Chicago, IL
- 2015 - Lectora Extreme/Games Training, Nashville, TN
- 2015 - The eLearning Guild Learning Solutions Conference, Orlando, FL
- 2013 - The eLearning Guild mLearnCon Mobile Learning Conference, San Jose, CA
- 2011 - ASTD International Conference and Expo, Orlando, FL
- 2009 - The eLearning Guild Annual Gathering, Orlando, FL
- 2008 - Adobe Flash CS3 Level 2: Actionscript 3.0 Class, Ascend Training, Chicago, IL
- 2008 - WFF Annual Leadership Development Conference, Washington, DC
- 2007 - The eLearning DevCon Conference, University of Utah, Salt Lake City, UT

## GO ME

- 2016 - Popeyes Purpose and Principals Coach and Develop Award
- 2015 - Billboard Award from Dick Lynch, Chief Brand Officer at Popeyes Louisiana Kitchen
- 2012 - Recipient of Golden Ben Best in Show Award from the Printing Industry Association of the South (PIAS) for KFC Chicken Mastery printed training materials
- 2009 - June Customer Maniac of the Month Award for A&W/LJS brand at YUM! Brands
- 2008 - August Customer Maniac of the Month Award for A&W/LJS brands at YUM! Brands

## WORK EXPERIENCE, cont.

### Training Developer - A&W and Long John Silver's (June 2006 - January 2011)

- Worked on cross-functional teams to implement new products or programs in restaurants across the system. Lead train-the-trainer sessions in person, via phone or using web-based conferencing, to support projects.
- Designed, developed, gained leadership support, and implemented the internal *Restaurant, Ready, Set, Forward* Sales Event timeline and process, improving cross-functional performance when launching a new product.
- Designed and implemented training from computer-based labor deployment system for restaurant managers and above restaurant leaders, using a blended learning approach.
- Co-led project team for system-wide testing and implementation of Learning Management System (LMS).
- Demonstrated Customer Mania as seen by direct feedback including *materials easy to use, innovative design of materials, and very comprehensive job.*

### Regions Bank, Cordova, TN

June 2005 - August 2005

#### eLearning/Instructional Design Intern

- Created a paper-based and web-based eLearning QRG for use by help desk.
- Helped to maintain the company's LMS.
- Created multiple QRGs to help department administrators run reports in the LMS.
- Conducted quality assurance testing on web-based training course.

### University of Memphis, IDT Program, Memphis, TN

August 2004 - May 2006

#### Graduate Assistant

- Assisted professor on grant-funded project between the U of M College of Education and the Memphis Zoo, including updating project website.
- Evaluated various cameras and software for point-to-point and multipoint web conferencing.
- Created job aids to assist others with installing and running cameras and conferencing software.
- Helped maintain the department's computer lab, assisting any student or professor with problems.

### Girl Scout Council of Greater St. Louis, St. Louis, MO

June 2003 - August 2003

#### Unit Leader

- Team leader for counselor team living with a group of up to 25 campers.
- Coordinated and prepared camper programs and activities, as well as the staffing schedule for the unit.

### Walt Disney World Co., Lake Buena Vista, FL

May 2002 - January 2003

#### College Program Intern

- Worked in a fast-paced restaurant environment in Epcot's Liberty Inn Restaurant.
- Extensive cash-handling experience as weekend Money Counter/General Teller.

## EDUCATION

### M.S in ICL, concentration in Instructional Design and Technology

May 2006

#### University of Memphis, Memphis, TN

- GPA 3.9
- Phi Kappa Phi Honor Society
- Kappa Delta Pi Education Honor Society
- President/Member of the IDT Graduate Student Association

### B.A. in History

May 2002

#### Mississippi University for Women, Columbus, MS

- GPA 3.3, Dean's List
- Student Intern for the 2nd Annual Technology in the History and Social Studies Classroom Workshop