

# Renee Pezzotta

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[Portfolio](#)



## Objective

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Highly motivated Training Professional and Instructional Designer. Employ a rapid-development approach to instructional design; designing for multiple modalities, across multiple subjects and learning paths. Specialties: Video Production, Instructional Design and eLearning development as well as, training and documentation of technical skills, non-technical skills, management, sales and customer relations. Strong leadership, organizational and communication skills. Charismatic Trainer/Facilitator.

Industries include: Entertainment, Internet, Advertising, Consumer, Social Media, Marketing, Banking/Finance, Automotive, and Healthcare.

## Experience

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### Amazon, Los Angeles – Sr. Learning Experience Designer

July 2019 - Present

As a member of Consumer Talent Development Team I work as a learning experience and instructional designer for the global Consumer Essentials program which was developed to help Sr. Leaders at Amazon gain essential knowledge in the three functionalities of Business, Tech & Operations (BTO) across the Consumer organization.

#### Overall Responsibilities

- Work with SMEs to uncover Consumer Essentials content, making sure the level is basic enough for essentials but not too basic as to be a waste of time for the learner.
- Identify and incorporate the most effective and innovative learning delivery components including social and peer learning, game-based learning, informal learning, and performance support.
- Shoot, edit and produce videos of Sr. Leaders for incorporation in the learning modules.
- Update and maintain existing content on an ongoing basis.

**Dev tools:** ADAPT, RISE, Articulate Storyline 360, Evolve, Camtasia, Snagit, Photoshop, Word, Excel, Pwr Pnt. Sound and video editing software. (Adobe Premiere, Audition, & After Effects)

### Google, Los Angeles – Lead Instructional Designer / Producer

Sept. 2015 – July 2019

As a member of Google's Sales Mastery team, I served as a critical resource to helping the Global Sales teams succeed. I worked as part of a studio team to deliver world-class product training in a creative and exciting way. We developed award winning, innovative and engaging training programs at scale and customized where appropriate (e.g. for role, location, situation). In addition to this, I also partnered with content and skills experts to bring a cohesive development experience to our Global Business Organization (GBO) Googlers.

#### Overall Responsibilities

- Identify and incorporate the most effective and innovative practices in learning delivery including social and peer learning, game-based learning, informal learning, and performance support
- Seek out new learning solutions and bring innovative ideas to individual projects and the team at large
- Apply best practices in adult learning to design, write, and build a range of high-quality learning experiences, with an emphasis on e-learning, video, animations, serious games, and gamification
- Serve as the central point of contact and provide feedback, support, and direction to external vendors who are building learning assets or products for our team
- Update and maintain existing content on an ongoing basis. Curating existing content into new learning designs and paths. Upload learning solutions into the learning management system (LMS) and test complete solution in target environments when required

**Dev tools:** Evolve, ADAPT, Articulate Storyline, Camtasia, Snagit, Photoshop, Google Docs, Slides and Sheets. Sound and video editing software (Adobe Premiere, Audition, & After Effects)

**20% PROJECT** - I also worked on the VR180 Project for YouTube on a 20% bases supporting and educating YT creators on the Virtual Reality 180 workflow and how to use the VR180 Cameras. (Creators supported included: Madelaine Petsch, BigDawsTV, Poppy, Dick Clark Prods/Streamys, Omnia/LilyPichu, JammJam + more)

### Google, Los Angeles – Lead Trainer/Instructional Designer (Indosys\_contractor) March 2014 – Sept. 2015

As a contractor I worked on various projects supporting the People Dev and Global Learning Dev teams. I developed online gSkills assessment modules. These modules were used to assess the skills of Googlers allowing them choose the appropriate learning path for further education. Modules included: Adapting your Communication Skills and Negotiation Skills.

**Ipsos SMX (Social Media Exchange, Los Angeles – Trainer/Instructional Designer Jan. 2012 – Feb. 2014**

- Developed and updated a series of online training modules (20+ Modules) for Community Managers that included both technical and implementation skills, as well as business processes and best practices around implementing and running an Ipsos SMX Community including: Building Business Value, Engagement, and Launch Process. All modules included: Interactivity, Check Your Knowledge quizzes, Voice-Over, and multimedia demonstrations
- Developed an online Community Certification Program that tests the retention/knowledge of the participants who have gone through the online training modules

**Dev tools:** Articulate Storyline, Captivate, Camtasia, Snagit, Photoshop, Word/Excel/Pwrpnt, Sound and video editing software

**Passenger, Inc., Los Angeles – Director, Training and Knowledge Management June 2008 – Dec. 2011**

- Developed, instituted and maintained the company-wide New Hire Training and Certification program, consisting of Computer Based and Instructor Lead training of Systems and soft skills including: Analytics, Quantitative vs. Qualitative research, and Community Engagement Responsible for the rollout of product enhancement training delivered in 6-week cycles. Also, responsible for UAT coordination of new features and enhancements
- Created and delivered Product/Sales demos for Fortune 500 clients including: Fidelity, AmEx, JC Penney, FedEx, ABC Studios, FOX, Discovery, Apple Education, and more
- Designed and facilitated an Online Channel Partner Training and Certification Program for third party agencies and self-administering channel partners

**Dev tools:** Articulate, Storyline, Captivate, Camtasia, Snagit, Photoshop, Word/Excel/Pwrpnt

**Yahoo!, Inc., Los Angeles – Sr. Training Specialist Feb. 2006 – June 2008**

- Served as lead instructional designer and trainer for the worldwide rollout of the new advertiser interface system dubbed project "Panama"
- Designed and facilitated New Hire Training for the Sales organization, which included training on all of Yahoo! Search Marketing's systems, products, processes and skills needed for success
- Filmed and edited all training workshops for global distribution and archiving purposes. Also created a "Project Panama Documentary" That was shown at the global sales conference
- Designed and maintained all in-house eLearning

**Environments:** Siebel, Salesforce.com, Ad logic, LMS, and other Yahoo! Proprietary systems

**Dev tools:** Captivate, Camtasia, Snagit, Photoshop, Word/Excel/Pwrpnt. AVID editing system

**Education**

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**ALMEDA University (online)**

Master's Degree - Training and Leadership 05/2003 | BA - Design -05/2001

**William Paterson University, Wayne, NJ.** Communications/Elementary Education

**Defense Information School, FT. Benjamin, IN.** Diploma in journalism - 12/1993

Served in the US Army as a Journalist.

**Awards**

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***The Google Sales Mastery team wins nine Brandon Hall Excellence Awards!***

***Five in 2017***

- GOLD** - Best Certification Program
- GOLD** - Best Use of Mobile Learning
- GOLD** - Best Sales Training & Performance Program
- GOLD** - Best Unique & Innovative Sales Training Program
- SILVER** - Best Learning Team

***Four in 2018***

- GOLD** - Best Advance in Learning Measurement, General Sales Mastery
- GOLD** - Best Unique or Innovative Learning and Development Program, General Sales Mastery
- SILVER** - Best Unique or Innovative Sales Training Program, Platforms Black Belt
- BRONZE** - Best Customer Training, AFA YouTube Creative Essentials