

Amy Trail

Learning and Development Leader

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PROFESSIONAL SUMMARY

Strategic L&D leader with proven expertise in designing and executing learning programs that drive business outcomes. Demonstrated success building sales enablement strategies, onboarding frameworks, and manager development programs aligned with organizational goals. Award-winning track record translating complex business challenges into scalable, measurable learning solutions. Skilled at partnering with executive stakeholders and subject matter experts to define learning strategy, manage program governance, and demonstrate ROI.

PROFESSIONAL EXPERIENCE

Simplot Company

Learning and Development Expert, January 2024 - Present

Winner of Simplot Innovation Award for designing and executing strategic learning programs for the AgriBusiness division.

Led strategy and design of a gamified sales enablement initiative aligned with Simplot digital transformation goals, with projected annual sales efficiency savings of \$2.4 million.

Developed a manager training framework for difficult conversations, resulting in 32% improvement in manager preparedness and reducing HR escalations.

Designed a self-paced sales conversation framework leveraging Challenger methodology and mobile-optimized delivery for highly dispersed sales team.

Orchestrated a divisional onboarding program that increased new hire product knowledge by 17% from enrollment to completion.

iDesign

Learning Architect, July 2023 - January 2024

Developed comprehensive nursing curriculum for leading university, analyzing learner profiles and subject matter to design tailored learning strategies.

Applied instructional design principles (ADDIE) to create engaging, interactive learning modules incorporating multimedia elements and assessments.

Guided subject matter experts through course development process and curriculum standards to ensure quality and consistency.

Funnel Leasing

Instructional Designer, April 2022 - October 2023

Built software simulations enabling consequence-free learning environment for platform adoption, improving change management and user readiness.

Spearheaded standardization of visual format and technical writing style across knowledge base, establishing consistency standards and governance.

Served as design lead for creation and launch of Pink Portal help site, improving customer self-service and reducing support tickets.

Led documentation migration project from ZenDesk to Salesforce, managing knowledge transfer and system integration.

Created product explainer videos enabling sales and solutions teams to disseminate information to prospective clients.

Saint Luke's Health Systems

Instructional Designer, February 2021 - March 2022

Collaborated with subject matter experts to translate knowledge into learning solutions, including modules, animations, job aids, and performance support materials.

Created employee lactation rights training featured as case study by Medela, demonstrating organizational best practices and L&D effectiveness.

Implemented needs analysis process at start of SME engagement to assess desired outcomes and increase educational program effectiveness.

Improved instructional design team output by 50% in 2021 through process optimization and intake standardization.

Loyola University New Orleans

Adjunct Professor and Curriculum Developer, August 2019 - January 2021

Developed and taught songwriting curriculum using ADDIE and Gagné design models, translating artistic processes into structured learning modules.

Facilitated instruction in multiple formats including live, virtual, and hybrid; rapidly pivoted to virtual delivery during COVID-19 pandemic.

EDUCATION

University of Illinois - Certificate in Instructional Design Foundations

UC Davis - Certificate in the Strategy of Content Marketing

University of New Orleans - Bachelor of Arts, Music

Knowledge-Centered Service (KCS) Certification

CORE COMPETENCIES

Learning strategy and governance; Sales enablement; Performance consulting; Change management; Program management; Curriculum architecture; Executive stakeholder engagement; Learning outcome measurement and evaluation; Multi-modal instruction design (live, virtual, hybrid, self-paced); Needs analysis; Adult learning principles; AI-enhanced instructional design

TECHNICAL SKILLS

E-Learning Platforms: Articulate Storyline, Articulate Rise, Adobe Captivate, Canvas LMS, SumTotal LMS, Blackboard LMS, Skillsoft LMS

Video and Media: Camtasia, Vyond, Adobe Audition, SnagIt, Canva

Project and Document Management: Microsoft 365 Suite, Google Suite, Monday.com, Salesforce, Asana

Artificial Intelligence: Microsoft Copilot, Claude, ChatGPT