

EMANUEL M. ARNOLD

Roanoke, Virginia | emanuelarnold@gmail.com | 540.632.3084 (Cell)

+ EMPLOYMENT

PowerSchool Group, LLC - Roanoke, Virginia

April 2024 - Present

Manager, Professional Services

In my current role, I set the strategic direction for our curriculum across in-person and virtual training events for our customers. In this expanded role, I collaborate closely with my team of instructional designers to innovate and create new educational offerings that meet the evolving needs of our diverse customer base. My responsibilities include overseeing the development and delivery of high-quality training experiences and ensuring our curriculum aligns with organizational goals. I work alongside my team to foster a collaborative environment that encourages creativity and excellence in content creation, empowering our customers to maximize their use of our software solutions.

PowerSchool Group, LLC - Roanoke, Virginia

April 2022 - April 2024

Associate Manager, Professional Services

I led and mentored a growing team of instructional designers, while overseeing performance goals, coaching on best practices and innovative approaches to curriculum design, and also pitching in to support our instructional design projects. As a team, we created source content for distance learning and instructor-led training materials, including course curriculum, presentations, and other supplemental resources.

PowerSchool Group, LLC - Roanoke, Virginia

March 2021 - April 2022

Sr. Instructional Designer

Participated in more leadership roles and instructional design-related responsibilities within my team. In addition to the instructional designer responsibilities described below, I led the initiative of improving and expanding our product certification program. This project included writing product certification curriculum, assessments/exams, and building this content in our company's learning management system.

PowerSchool Group, LLC - Roanoke, Virginia

September 2016 - March 2021

Instructional Designer

Worked with a talented team of instructional designers, editors, and multimedia developers to write, design, and develop on-demand and in-person instructional resources such as e-Learning modules and training curriculum for K-12 teachers, administrators, and other customers of PowerSchool software products.

AMERICAN NATIONAL UNIVERSITY - Roanoke, Virginia

June 2015 - June 2016

Sr. Multimedia Developer

Conceptualized, designed, and delivered creative across a wide range of formats including web design, graphic design, and print design. Assisted in producing video spots for broadcast television as well as online audiences.

PLY GEM WINDOWS - Cary, North Carolina

April 2012 - June 2015

Web & Media Designer

Responsible for supporting the corporate website as well as 11 brand division websites within the company portfolio. Created interactive, mobile-friendly websites and microsites for product launches. Designed logos, icons, and print collateral. Produced product video training initiatives including storyboarding, filming, and post-production. Assisted in the selection and administration of the company's first learning management system (LMS).

MOSELEY REAL ESTATE SCHOOLS - Roanoke, Virginia

July 2009 - March 2012

Strategic Technologies Manager

Responsible for supporting the day-to-day operation of the corporate website, online learning management system (LMS), online purchasing system, and classroom registration system. Planned and executed the company's digital marketing strategy including email campaigns and development, improved website search engine optimization (SEO), and social media integration.

+ PROFILE

Energetic and highly motivated professional with extensive experience in instructional design, multimedia development, and eLearning. View samples of my work online at: www.meetemanuel.com

+ EDUCATION

2003 **COGNITIVE SCIENCE (B.A.)**
College of Arts and Sciences
University of Virginia

2004 **INSTRUCTIONAL DESIGN (M.Ed.)**
School of Education
Virginia Tech

In Progress **INSTRUCTIONAL SYSTEMS TECH. (Ed.D.)**
School of Education
Indiana University

+ AREAS OF EXPERTISE

Instructional Design	eLearning Development
Curriculum Development	Web Design
Instructor Led Training	Graphic Design
Distance Learning	Digital Marketing
Adult Learning Theory	Video Production

+ SOFTWARE EXPERIENCE

Adobe Photoshop	Microsoft Office Suite
Adobe Illustrator	SAP Litmos (LMS)
Adobe InDesign	Articulate Rise 360
Adobe Dreamweaver	CSS/HTML
Adobe Audition	Wordpress
Adobe Captivate	Windows OS
Adobe Premiere Pro	Mac OSX

+ PERSONAL INTERESTS

Triathlon Competitions – 70.3 (5x) and 140.6(1x) Finisher
Kappa Alpha Psi Fraternity, Inc. – Active member and officer
Sigma Pi Phi Fraternity – Active member
Drawing and Illustrating
Playing Guitar and Bass Guitar
Drones and Videography

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+ EMPLOYMENT

CMR INSTITUTE - *Roanoke, Virginia*

Interactive Marketing Specialist

Responsible for co-developing and implementing the company's digital marketing plan to reach targeted audiences using tactics such as e-mail, social media, search engine optimization (SEO), and other interactive mediums.

September 2007 - July 2009

CMR INSTITUTE - *Roanoke, Virginia*

Instructional Designer

Contributed to a coordinated team of writers, instructional designers, and technology experts to design and develop content for print-based, distance learning, and other instructional materials.

September 2004 - September 2007

+ PROFILE

Energetic and highly motivated professional with extensive experience in instructional design, multimedia development, and eLearning. View samples of my work online at: www.meetemanuel.com

+ PERSONAL STRENGTHS

Creativity

Problem-Solving

Effective Communication

Strategic Planning

Supervision

Training

Managing Budgets

Integrity & Trust

Self-Development

Time Management

Action-Oriented

Public Speaking

Presentations

Team Player