

Crystal Cuci

Leading Instructional Designer and Trainer

An experienced and innovative professional with more than 15 years in progressively responsible positions, including managing sales goals, business analysis, instructional design, facilitation, recruiting and hiring, sales, leadership training and development, sales training and improving consumer experiences.

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📍 Chesapeake, United States

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📞 (757) 576-3101

🌐 www.crystalcuci.com

SKILLS

Writing Communication Leadership Development Coaching Training Facilitation Sales Business Analysis

TECHNICAL SKILLS

Articulate Storyline Articulate 360 Adobe Professional Microsoft Office Sharepoint Adobe Connect
LanguageWire Workfront

WORK EXPERIENCE

Instructional Designer

Pandora Jewelry LLC

03/2015 – 03/2020

(Remote) Baltimore, MD

Tasks

- Integrate a blended learning environment including the use of face to face trainings, E-learning, webinars, virtual trainings, job aids, facilitation guides and/or other resources
- Design, develop and facilitate content based on the ADDIE model (Analysis, Design, Development, Implementation and Evaluation)
- Collaborate with subject matter experts and leadership team to identify target audience's training needs and maintain communication throughout the instructional design process
- Apply adult learning principles to create training resources that maximize impact and retention through activities, videos, and gamification
- Maintain project documentation and course folders
- Write effective copy, instructional text, audio and video scripts

Contact: Elise Smith – (443) 417-5521 / emg213@aol.com

Retail Sales Trainer

Pandora Jewelry LLC

10/2014 – 03/2015

(Remote) Baltimore, MD

Tasks

- Develop leadership and sales programs to drive top line sales through Key Performance Indicators
- Support Owned and Operated stores in new hire training and in-store management coaching
- Analyze the business needs & coach to ensure financial plans and profitability are maximized

WORK EXPERIENCE

Sales Trainer

Pandora Jewelry LLC

02/2011 – 10/2014

(Remote) Baltimore, MD

Tasks

- Train and coach outside sales team on business to business sales
- Facilitate training for basic and advanced sales techniques, management development and product training for retail partners with groups of 10-600+
- Design and develop training for in-store application, such as manager's training guide, workbook, product/activity cards, and launch guides
- Design and deliver instructor led face to face and online training programs
- Develop leadership and sales programs to drive top line sales through Key Performance Indicators

PREVIOUS EXPERIENCE

CallSource, Inc (08/2009 – 02/2011)

Regional Sales Manager - Work independently to build sales and brand awareness within a targeted market through B2B sales

AutoMart.com (02/2008 – 07/2009)

National Sales Trainer - Develop and implement strategic sales training for identifying new clients, train managers and sales reps on prospecting

AutoMart Magazine (02/2006 – 01/2008)

General Manager - develop financial and productivity goals, reduced aging from 80% past due to 35%, increased revenue by 29%

AutoMart.com (09/2005 – 02/2006)

Market Development Manager - Identify differentiating components of our products and services for successful launches in 5 new market areas

AutoMart.com (08/2004 – 08/2005)

Internet Sales Training Manager - Recruit, hire, train, develop and coach new sales training team

BoatTraderOnline.com (08/2002 – 08/2004)

Internet Sales Consultant - top sales rep for 9 consecutive months, exceeded revenue goals month over month for 2003 and 2004

EDUCATION

Bachelor of Arts in English

Old Dominion University

09/1997 – 05/2002

Norfolk, VA

Minor

- Secondary Education

CERTIFICATES

Articulate 360 + Storyline 360 Expert Certificate (07/2019 – Present)

Yukon Learning

Articulate Storyline for Next Level Design Certificate (01/2018 – Present)

Training Magazine

Certified Master Trainer (05/2016 – Present)

Langevin Learning Services

Certified E-learning Specialist (04/2016 – Present)

Langevin Learning Services

Certified Instructional Designer/Developer (04/2016 – Present)

Langevin Learning Services