

# TAMMIE LAND

## LEARNING & DEVELOPMENT SPECIALIST

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 Georgia

 Tammie Land

 [TammieLandCoaching.com](http://TammieLandCoaching.com)

### SKILLS

- 70/20/10
- ADDIE / SAM
- Adult Learning Theories
- Analysis / Evaluation
- Articulate / Storyline 360
- Backward Design
- Budgeting
- Career Pathing
- Coach / Mentor
- Collaborative Leadership
- Communication
- Computer System Simulations
- Conflict Resolution
- Content Development
- Creativity
- E-Learning
- Executive Consultant / Advisor
- Facilitation
- Instructional Design Methods & Methodologies
- Job Aids & Quick Reference Guides
- Leadership Development
- LMS Systems: Absorb & TalentLMS
- MS Office (Word, Excel, PPT Expert level)
- Narration
- Needs/Gap Analysis
- New Business Development
- Project Management
- Public Speaking
- Social Media Ad Production
- Strategic Planning
- Team Leadership
- Technical Writing
- Template Design
- Vendor Management
- Video Editing

### PROFESSIONAL PROFILE

*Servant Leader experienced in leading the design, development, and evaluation of learning & development programs for HR, technical, and academic divisions applying adult learning theories and using multiple training modalities. Accomplished program manager leading complex projects to successful completion. Strategist with a reputation of driving innovation to transform internal processes and procedures to improve efficiency. Experienced in video production for commercial / social media use.*

### EXPERIENCE

#### SR. DIRECTOR OF PROGRAMS

CAPSTONE PERFORMANCE SOLUTIONS, LLC. / 2022-PRESENT

Plan, design, and facilitate eLearning and facilitated curriculum programs to demonstrate Capstone's value-add to a broad spectrum of customers and industry leaders, with heavy focus serving C-Suite leaders across multiple market segments.

#### Key Accomplishments:

- Develop facilitation & marketing resources (facilitation deck, participant workbooks, surveys, evaluations, and team-building exercises)
- Facilitation of ILT and VILT focused on leading with daily personal excellence.
- eLearning Design, Development, and Implementation. Designed & Deployed e-Learning Library containing hundreds of macro and micro courses in 20 categories.
- Graphic Design & Development. (flyers, promotional materials, social media)
- New Business Development & Project Management.
- Redesigned the corporate brand related to training delivery resources.
- Research, plan, implement, and manage timelines, budgets, performance statistics, and schedules for learning projects that will ensure a successful outcome of our client base.
- Statistical Analysis – Kirkpatrick Model of Evaluation.
- Needs & Gap Analysis.
- Storyboard Design.
- Template Design.
- Video Production (Editing, Design, Development, Deployment)

#### CEO / FOUNDER

TAMMIE & TERRY LAND, LLC. / 2018-PRESENT

Freelance eLearning development for start-up Direct Sales companies. Develop training materials, ILT and VILT facilitation, coach & mentor to marketing teams, development of process & procedures, business plans, job descriptions, reference guides & forms, and marketing videos to promote product sales & recruiting efforts.

#### OPERATIONS LEARNING MANAGER

QTS DATA CENTERS / SUWANEE, GA. / 2015-2018

Facilitated instructional design, development, and measurement of highly diverse technical and procedural training using a variety of learning modalities to help meet established business goals. Supported QTS employees in Operations, Facilities, and the customer support center which comprised 65% of the employee base.

# TAMMIE LAND

## LEARNING & DEVELOPMENT SPECIALIST

### TECHNICAL PROFICIENCY

- Adobe After Effects (templates)
- Adobe Captivate
- Adobe Photoshop
- Adobe Premier Pro
- Articulate / Storyline 360 Suite
- Camtasia
- Canva
- LMS Systems
  - Absorb LMS
  - TalentLMS
- Microsoft Office Suite (Expert)
- SharePoint
- Snagit

### EDUCATION

#### MASTER'S DEGREE

Business Management  
Southern Nazarene University

#### BACHELOR OF SCIENCE

Business Management  
LeTourneau University

### REFERENCES

Available on request

### EXPERIENCE

#### OPERATIONS LEARNING MANAGER (Continued)

QTS DATA CENTERS / SUWANEE, GA. / 2015-2018

##### Key Accomplishments:

- Career Pathing Project Manager: Established baseline guiding principles & framework for job families, levels, and proficiency levels, Reduced overall job titles by 60%. Created/assembled development tips & resources.
- Implemented level 1 & 2 evaluation matrix for Operations training, measuring 100% for L1, and 50% for Level 2.
- Designed & deployed an online training intake process within ServiceNow that included in-house and external training events, automatic ticket routing for managerial approval, procurement, coordination, attendance tracking, and evaluation.
- Managed contractor resources as needed to meet development projects.
- Project Manager to promote & elevate the company Net Promoter Score program.

#### REGIONAL CAMPUS PRESIDENT

MEDTECH COLLEGE / DEKALB & MARIETTA, GA. / 2014-2015

Managed all aspects of campus operational efficiency including Admissions, Financial Aid, Career Services, Registrar, Faculty Staffing & Retention, and Student Success. Maintained the quality of education required to deliver successful student outcomes, measuring academic achievement, graduation, and employment rates.

- Provided leadership and direction to 5 Campus Directors, 30-50 indirect, & a student population ranging from 175-240 students in Diploma and AAS level programs.
- Led new program curriculum development processes for new AAS programs.
- Increased student population by 45% through targeted marketing & admissions incentives.

#### CAMPUS PRESIDENT

ECPI UNIVERSITY / GREENSBORO, NC. / 2006-2013

Managed all aspects of campus operational efficiency including Admissions, Financial Aid, Career Services, Registrar, Faculty Staffing & Retention, and Student Success. Maintained the quality of education required to deliver successful student outcomes, measuring academic achievement, graduation, and employment rates.

- Provided leadership and direction to 13-17 direct reports, 60-100+ indirect, and a student population ranging from 375-900 students.
- Managed community outreach and recruitment programs resulting in over 500 hours of community service per year.

##### Key Accomplishments:

- Created, implemented, and balanced campus initiatives to promote an increase in new student enrollments by 67% resulting in the design and construction of a campus expansion in 2009-2010.
- Decreased attrition rates of first term students by 54% by implementing structured re-entry program.