

JASON BOURSIER

INSTRUCTIONAL DESIGNER

CORE COMPETENCIES

- Instructional Design (Kirkpatrick Model, ADDIE Framework)
- Multimedia Content Creation (Vyond, Articulate, Screencastify)
- Training Program Development & Assessment
- Adult Learning Theories & eLearning Design
- Workshop Facilitation & Stakeholder Collaboration

EXPERIENCE

TRAINING DEVELOPER

The Greentree Group

Sept 2025 - Present

- Designed and developed over 80 comprehensive job aids and process documentation to support the statewide rollout of Microsoft Dynamics 365 (D365).
- Created engaging eLearning modules using Articulate 360 to train employees across multiple departments on complex system functionalities and workflows.
- Conducted both virtual and in-person instructor-led training (ILT) sessions for end users, focusing on practical application, confidence-building, and workflow efficiency.
- Collaborated closely with subject matter experts (SMEs), project managers, and business analysts to identify training needs and ensure alignment with organizational goals.
- Applied learning design principles, including Gagné's Nine Events and performance-based instruction, to build scalable and measurable learning experiences.
- Partnered with the change management and communications teams to improve user adoption and reduce system-related support tickets.
- Designed post-training surveys, assessments, and feedback loops to evaluate learning impact and inform continuous improvement of training materials.
- Supported the successful statewide transition to D365 by ensuring all staff were equipped with clear, accessible, and actionable learning resources.

MEMBER SERVICES AND TRAINING DEVELOPER

Island Sailing Club

Jul 2023 – Aug 2025

- Designed and implemented a comprehensive instructional framework utilizing the Kirkpatrick Model,

CONTACT

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ABOUT ME

I am passionate about designing learning experiences that are both visually stunning and intuitive and always strive to create designs that delight and engage users.

EDUCATION

PURDUE UNIVERSITY, DEC 2025

MsED, Learning Design and Technology

WESTERN COLORADO UNIVERSITY, DEC 2005

B.A., Communications and Media

OBJECTIVE

Seeking a dynamic instructional design role to showcase skills and help the organization achieve measurable results.

evaluating training effectiveness and improving Return on Expectations for the organization.

- Collaborated with stakeholders to configure and implement Zoho CRM cadences, automating event management and streamlining member engagement processes.
- Developed task boards using Miro to visually map workflows, increasing operational efficiency and collaboration across teams.
- Produced instructional materials, including infographics, surveys, tests, and workshops.
- Facilitated hands-on and virtual training sessions, integrating multimedia content to address diverse learning preferences and improve knowledge retention.

SALES MANAGER AND TRAINER

All Season Windows

Oct 2020 - Jul 2023

- Created tailored training programs incorporating adult learning theories and sales enablement strategies.
 - Designed onboarding and upskilling modules for new hires and senior staff, including role-specific simulations and job aids.
 - Supported the implementation of advanced CRM and auto-pricing tools, providing staff training that enhanced adoption rates and minimized errors.
- Trained top-performing sales professionals, focusing on CRM optimization and advanced sales methodologies, leading to consistent sales growth.

SALES MANAGER AND TRAINER

Green Well / Best Life Brands

Jul 2016 - Oct 2020

- Developed and implemented comprehensive training programs for sales staff and brand ambassadors, addressing key competencies such as CRM integration, advanced sales methodologies, and customer engagement strategies.
- Conducted in-person workshops, webinars, and self-paced eLearning modules tailored to various learner needs, incorporating the Kirkpatrick Model to evaluate training effectiveness at multiple levels. Partnered with cross-functional teams to assess training needs, collecting input from leadership, staff, and customer feedback to align training objectives with organizational goals.
- Created instructional materials, including role-playing scenarios, case studies, and job aids to support real-world application and ensure learner engagement.
- Championed the adoption of CRM systems by delivering tailored training on system features, workflows, and best practices.
- Implemented a feedback loop to continuously refine instructional materials, using post-training performance data and participant insights.
- Trained and mentored high-performing staff, developing a talent pipeline for leadership roles and boosting team confidence in executing sales strategies.

SALES AND FINANCE MANAGER

Courtesy Ford Lincoln

Jul 2010 - Oct 2016

- Started on the ground floor, working my way up to leading results-driven training programs, equipping sales staff with techniques for achieving higher conversion rates and improved customer satisfaction scores.
- Utilized innovative instructional strategies, including scenario-based learning and job shadowing, to enhance team competency and engagement.
- Designed and conducted extensive training programs tailored for sales professionals, focusing on: Closing Strategies, Product Knowledge, Phone Skills and Appointment Setting Strategies
- Regularly assessed the effectiveness of training methodologies to identify areas for improvement.
- Updated training materials and delivery methods to incorporate the latest industry advancements.
- Enhanced learner engagement by integrating innovative tools and practical, real-world scenarios into training sessions.
- Fostered continuous improvement in sales team performance through feedback-driven refinements to training programs.

SKILLS

- **Graphic Design & Content Creation:** Canva, Articulate Storyline, MS PowerPoint
- **Project Management Tools:** Miro, Zoho One CRM, Bigin CRM, n8n (Automation Tools)
- **E-learning Authoring Tools:** Articulate Storyline, H5P
- **AI Tools:** ChatGPT, Cursor, AI-driven analytics for training evaluation
- **Web Development & Management Tools:** Wix, WordPress, Google Sites, Squarespace
- **Video Conferencing Platforms:** Zoom, Microsoft Teams (Webinar and Workshop Facilitation)
- **Website Portfolio Management:** blueedgewater.com
- **ADDIE Model Implementation:** Analysis, Design, Development, Implementation, Evaluation
- **Kirkpatrick Model of Evaluation:** Level 1 (Reaction), Level 2 (Learning), Level 3 (Behavior), Level 4 (Results)
- **Learning Theory Application:** Behaviorism, Cognitivism, Constructivism, Social Cognitive Theory, Gagne's Theory of Instruction
- **Train-the-Trainer Programs:** Developed and facilitated programs for sales and operational training
- **Creating Learning Modules:** Using interactive, scenario-based learning and multimedia content
- **Blended Learning Strategies:** Combining in-person workshops, webinars, and e-learning modules
- **Coaching & Mentorship:** One-on-one coaching sessions, feedback systems, skill-building mentorship
- **Curriculum Development:** Creating structured training programs for various learning styles and needs
- **Instructional Content Creation:** Developing materials for both customer-facing and internal training

- **Competency-Based Training:** Developing skills-based learning paths and assessments
- **Public Speaking & Presentation:** In-person and virtual workshops, webinars, sales demonstrations
- **Stakeholder Collaboration:** Working with business owners, leadership teams, and SMEs to develop training programs
- **Written Communication:** Developing reports, training materials, marketing content, and blog posts
- **Customer Service Training:** Designing programs that enhance communication and service excellence
- **Strategic Planning:** Creating go-to-market strategies, training initiatives, and onboarding programs
- **Time Management:** Balancing multiple projects and deadlines effectively
- **SEO & Content Marketing:** Blog writing, developing UVPs, and creating data sheets for proof of concept
- **CRM Management:** Zoho One, Bigin, building sales processes, automating workflows
- **Brand Development:** Designing marketing materials and promotional strategies