

Christine Speranza

Instructional Designer

About Me

With a dynamic background in marketing and instructional design, I bring a unique blend of skills that enable me to learn quickly in new environments and find creativity in any space.

Contact

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 christinesperanza.com

 Philadelphia, Pennsylvania

Education

The University of New Hampshire

August 2015 - May 2019

Bachelor of Arts - Communication

Skills

- Adobe After Effects
- Adobe InDesign
- Adobe Illustrator
- Adobe Premiere Pro
- Adobe Captivate
- Articulate 360
- UKG Pro Learning

Certifications

Hootsuite Platform Certification

Issued: January 2017

ATD Instructional Design Certification

Issued: June 2022

Volunteerism

Mentor

Big Brothers Big Sisters of America

November 2023 - Present

Experience

Talent Development Specialist

URBN Inc. (Urban Outfitters, Anthropologie Group, Free People, and Nuuly)

May 2021 - Present

- Collaborate with subject matter experts from cross-functional teams to identify training needs and to develop e-learning courses, videos, and user guides
- Conduct needs analyses to determine the most effective deliverables
- Bridge the gap between physical and technical aspects of operational procedures through digital storytelling
- Utilize UKG Pro Learning to help employees access relevant training materials and manage their own professional development progress

Content Specialist

The George Washington University (GW)

November 2019 - November 2020

- Produced digital and print marketing materials for the George Washington University's Graduate School of Education and Human Development (GSEHD)
- Built out and maintained GSEHD's program and virtual event web pages
- Drove a 28% increase in @GWGSEHD's user base through organic and paid content on Instagram, Twitter, Facebook and LinkedIn

Senior Digital Media Assistant

The University of New Hampshire (UNH)

January 2017 - August 2019

- Created, curated, and monitored content on UNH's official Twitter, Instagram and Facebook accounts (@UofNH, @UNHStudents, and @ThisIsUNH) as a means of promoting the university's mission
- Led @UNHStudents brand, analyzed post metrics, coordinated student Instagram takeovers, and managed social campaigns