

EDWARD J. REGO

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PROFESSIONAL OVERVIEW

PMP, CPTD, Driven Training and Development professional with over 25 years of increasing responsibility in staff development, instructional design, and program administration. Highly skilled in content development, creating learning initiatives, and leveraging learning solutions to achieve business goals. Implements and establishes training best practices to sustain business goals and advance training initiatives. Consistently combines foundational learning principles with innovative thinking and new technology. Works well in both self-directed and team environments.

AREAS OF EXPERTISE

- PMI - Certified Project Management Professional (PMP)
- ATD - Certified Professional in Talent Development (CPTD)
- e-Learning Development
- Generative AI – translations, graphics
- Articulate Storyline 360
- MS Office (Word, PowerPoint, Excel)
- Camtasia
- Video Creation/Editing
- Adobe e-Learning Suite (Captivate, Audition, Photoshop, Acrobat)
- iSpring
- Auphonic (audio editing)
- Learning Management System (LMS) Administration
- AGILE Project Management
- Technical Writing
- Reskilling/Upskilling
- Critical Thinking/Problem Solving
- Facilitation (classroom/webinar)
- Business Partner Relationships
- Performance Measurement
- Experiential Learning

PROFESSIONAL EXPERIENCE

SEMINOLE ELECTRIC COOPERATIVE, INC., Palatka, FL

2015 - PRESENT

Senior Administrator of Training and Procedures

Managed all aspects of training development, procurement, delivery, LMS administration, and reporting for 290 plant employees. Maintained a \$250,000 plant training budget. Facilitated Red Cross First Aid-CPR-AED training.

- Implemented Generative AI workflows for narration, translation, and graphic design resulting in \$5,000 cost savings per course, and reduced development time.
- Developed 50 e-learning courses on topics including compliance, safety, and systems training.
- Utilized blended learning, experiential learning, and on-the-job training methodologies to develop and implement cross-functional reskilling programs for 75 employees in Maintenance, Operations, and Support Systems. Created reporting/tracking mechanisms in SharePoint. Improved scheduling flexibility and individual productivity.
- Created operational training videos resulting in \$50,000 in budgeted cost savings, and \$1,500 savings in overtime costs.
- Streamlined OSHA/DOT/EPA training compliance reporting, improved accuracy, and reduced administrative time.

BLACKLINE, Woodland Hills, CA

2013 - 2015

Product Training Manager

Managed external client training, supporting over 100,000 end-users of SaaS-based accounting software. Hire, trained, and coached the performance of three instructional designers.

- Supported 50% year-over-year sales growth by producing over 20 hours of e-learning course content (including multi-language translations) resulting in over 30,000-course completions.
- Implemented rapid instructional design process to improve efficiency, reduce cycle time, and increase production velocity.
- Administered legacy LMS. Managed selection and implementation process for new LMS.
- Managed content development and administration of live webinar series and administered Continuing Professional Education (CPE) program for Certified Public Accountants.

PUBLIC STORAGE, Glendale, CA

2008 – 2013

Instructional Designer

Consulted with senior stakeholders to develop field manager training, including sales, customer service, and operational skills.

- Designed 30 e-Learning courses to support new hire training in 2,000 properties nationwide (examples include: point-of-sale system, process and procedures, audit, time/attendance, repair/maintenance, coaching, sales, and product knowledge).
- Launched an online learning academy in SkillsSoft learning management system to support new hire training program.
- Implemented rapid e-learning development process (reduced cycle time to produce courses; increased interactivity and multimedia capability).
- Designed comprehensive sales training program, including: scripts, job aids, role-play, scorecards, and online assessments.
- Facilitated recorded video instruction for program roll-out (contributed to \$161,000,000 revenue growth from 2010-2012).

EXPERIAN, Costa Mesa, CA

2006 – 2008

Education Consultant, Consumer Information Solutions/Decision Analytics

Consulted with sales leaders to identify and implement foundational and strategic training initiatives for \$100,000,000 business units. Created instructional media (job aids, facilitator/participant guides, and reference material) for classroom training.

- Partnered with sales/marketing subject matter experts to develop 25 e-learning courses contributing to yearly 10% sales growth over two years.
- Reduced training costs and delivery time by redesigning the e-Learning development process and eliminating travel costs.
- Facilitated on-boarding of new Credit Services sales representatives, including weekly webinars and 5-day, instructor-led training. Increased participation and retention by assigning learners to present course content (sales/product knowledge).

COVER-ALL FLOORING, Chatsworth, CA

2006

Training Manager

Consulted with internal clients to determine business needs and create training programs for 1,500 employees nationwide, in 46 operational locations. Conducted regular observation and coaching sessions for three full-time trainers.

- Developed and delivered targeted data entry training resulting in a 30% error reduction (increased accuracy for inventory tracking and profit margin reporting).
- Created customer service incentive program resulting in 10% improvement in satisfaction scores.
- Implemented blended learning strategy (virtual classroom, instructor-led training, and self-directed learning), resulting in reduced travel costs and implementation time.

AMERIQUEST MORTGAGE COMPANY, Anaheim, CA

2004 – 2006

Sr. Performance Technologist

Consulted with internal clients to determine performance needs and create training materials.

- Created blended learning program and pre/post-course assessments for start-up business unit, resulting in a 2 to 3 week improvement in new hire productivity.
- Reduced development time and set quality standards by creating *Captivate* and *PowerPoint* instructional templates.
- Ensured consistent new-hire training by creating instructional media for calculating income, system reporting, fraud detection, competition, sales, and additional ad hoc topics.

MAHER & MAHER, Neptune, NJ

2001 – 2003

Consultant/Instructional Designer

- Consulted to develop a nationwide training strategy for Time Warner Cable high-speed modem service resulting in five successful regional launches.
- Managed 4-week training supporting rapid business unit expansion for Cox customer service, resulting in 50 comprehensively trained new employees.

ADVANCED PERFORMANCE SOLUTIONS, Los Angeles, CA

2000 – 2001

Independent Consultant, Owner

Provided performance consulting, instructional design, and facilitation services.

- Developed and delivered training for regional high-speed data service rollouts for Time Warner Cable and Cox Communications, resulting in 2 successful regional launches (as a Maher & Maher sub-contractor).

AT&T BROADBAND, Western Region, Los Angeles, CA

1996 – 2000

Training Manager, High-Speed Data Service

- Developed, delivered, and coordinated all high-speed cable modem service courses to support a 2,500-associate region. Managed the development and performance of two full-time trainers.
- Facilitated over 300 classroom training sessions and coordinated region-wide brand launch training for 1,500 associates.

EDUCATION

- BA, English, Tufts University, Medford, MA
- Teacher Certification Program, Massachusetts Secondary English certificate completed
GPA 3.75, University of Massachusetts, Dartmouth

CERTIFICATIONS

- PMI - Project Management Professional (PMP)
- ATD - Certified Professional in Talent Development (CPTD)
- Articulate Storyline 360 – eLearning Guild
- Red Cross – First Aid/CPR/AED Instructor
- OSHA 30 Hour Safety
- 360 Training - Certified Environmental Specialist