

Kyle Zeltmann

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EDUCATION

Master of Education, James Madison University
Concentration: Educational Technology

June 2015 – May 2019

Bachelor of Science, Old Dominion University
Major: Communications, Minor: Film and Video Studies

August 2003 – May 2007

EXPERIENCE

Instructional Designer, Ferguson Enterprises

February 2022 - Current

- Design and develop instructional and multimedia learning assets for Talent Management and Operations within the Human Resources department
- Create content for live in-person, virtual, on-demand, and self-paced delivery methods, to include course materials, supporting documentation, videos, and promotional materials
- Support and configure courses and programs delivered on Workday platform and management systems
- Collaborate with program managers, trainers, and subject matter experts to create learning content for leadership programs, human resources courses, and business initiatives

Media Specialist III, Eastern Virginia Medical School

February 2012 – February 2022

- Provide leadership in the development of strategic approaches for the integration of technology into curriculum as well as provide information on best practices and innovations
- Consult with faculty members to recommend instructional technologies for their courses
- Support faculty in design and delivery of technology solutions and content creation for current and emerging delivery methods (online, traditional, flipped, etc.)
- Oversee the use of the Distance Education production studio including but not limited to scheduling live stream classes and events, coordinating studio time for lecture capture, and other learning content production
- Collaborate with instructional designers, media managers, and other subject matter experts in the design and development of learning materials

CERTIFICATIONS

Educational Technology and Design Certificate, JMU

December 2016

- Develop a foundation in field of Educational Technology
- Advanced skills in learning theories, digital media, and instructional design

TRAINING/WORKSHOPS

Online Learning Consortium, Designing Game-Based Learning

January 2021

- Implement game design principles for learning in the development of game-based project

VoiceThread, Certified Educator

October 2019

- Demonstrate mastery of features and exhibit sound pedagogy through design and feedback

Blackboard, Learn Administration & Teaching Readiness October 2018

- Hands-on instruction covering course-building, assessment, and communication tools

Apple Inc, Certified Motion 5 August 2014

- Creation and overview of motion graphics software

Apple Inc, Certified Pro Final Cut Pro July 2012

- Progressive knowledge and creation within Apple video editing software

APPEARANCES

DevLearn, The Learning Guild October 2021

- [“Everyone’s a Video Producer: Production Techniques for Engaging Content”](#)
- Overview of an educational content creation workflow that highlighted video production tips and techniques for engaging learning content.

Educational Scholarship Day, EVMS May 2019

- “Supporting Education with Long-Term Memory Transfer”
- Explore principles of memory and how the brain controls and processes new information. Participants will explore research-based examples that will offer a new perspective of how the mind retains knowledge.

Learning Management System Essentials, EVMS November 2018, February 2019

- “EVMS Blackboard Tools”
- Introduce available learning technologies and guide participants through basic tasks within Blackboard Tools, various e-Learning authoring tools, and lecture capture software.

Educational Scholarship Day, EVMS May 2018

- “Improving Student Satisfaction by Increasing Engagement in the Classroom”
- Participants learned to use simple education technologies that foster student and faculty engagement to enhance student satisfaction. Tools featured include VoiceThread and FlipGrid.

Streaming Media East, Panelist May 2017

- [“Best Practices for Video in Education”](#)
- Panel discussion detailing implementation of video in education including real-life case usage, best practices, and planning for the future.

TECHNICAL SKILLS

Software

- Streaming Platforms: Blackboard Collaborate, WebEx, Zoom, BlueJeans
- Apple Creation Suite, Adobe Creative Cloud
- Workday and Blackboard Learning Management Systems
- MS Office: Excel, Word, PowerPoint
- Authoring Tools: Panopto, Camtasia, Articulate 360
- Mac and PC computer systems
- 4k ready cameras (Canon, Sony) and associated equipment
- Production studio equipment; soundboards, switchers, controls