

ISABEL MORENO

DIRECTOR, LEARNING AND DEVELOPMENT

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PROFESSIONAL SUMMARY

Learning and Development leader with 20+ years of experience designing enterprise training programs that elevate workforce performance and operational excellence. Build scalable strategies, develop curricula, and deliver blended learning globally. Partner with senior leadership to align training with business goals and drive high-impact programs. Authorized to work in the U.S.

SKILLS

- Learning Strategy and Architecture
- Learning Governance and Program Leadership
- Global Learning Enablement
- LMS and Learning Technology Strategy
- Curriculum and Capability development
- Training Effectiveness and KPIs
- Learning Experience Design
- Instructional Design (ADDIE and SAM)
- Learning Needs and Performance Assessment
- Stakeholder Consulting
- Blended and Digital Learning
- Vendor and Partner Collaboration

TECHNOLOGY

- **Learning and Design** – Articulate Storyline 360, Adobe Captivate, Illustrator, Photoshop, InDesign, SharePoint, LMS Administration, MS Office, Visio, Project, Qualtrics
- **AI Tools** – Adobe Firefly, Murf.ai, DALL-E, Bria Image, Copilot, GenCanvas

WORK EXPERIENCE

PUBLICIS GROUPE, Chicago, IL

02/2018 – 03/2026

Associate Director, Learning and Development (03/2022 – 03/2026)

Led U.S. Marketing Services learning initiatives supporting adoption of enterprise platforms and operational workflows across global teams.

- Designed and implemented blended training programs, including eLearning, live enablement sessions, instructional videos, and performance support resources aligned to role-based learning needs.
- Partnered with product, operations, finance, and Business Intelligence (BI) teams to identify training needs and translate complex operational processes into scalable learning solutions.
- Established learning standards, documentation frameworks, and knowledge hubs to support system adoption and operational consistency.
- Evaluated training effectiveness through learner feedback, usage metrics, and operational performance indicators to continuously improve learning programs.
- Modernized internal knowledge and training resources by restructuring SharePoint learning hubs, improving accessibility and usability for global users.
- Utilized AI-enabled tools to accelerate content development and expand learning production capacity.

Associate Director, Global Learning (03/2021 – 03/2022)

Designed high-impact digital learning experiences using Articulate Storyline 360 and modern learning design approaches for Marcel initiative.

- Developed a flagship global eLearning program for the UN Women Unstereotype Alliance, using scenario-based learning to educate advertising leaders on eliminating harmful stereotypes and promoting inclusive creative practices.
- Collaborated with Publicis Learning and global teams to evaluate emerging learning technologies and establish content governance standards.
- Provided leadership and guidance on instructional design standards, emerging learning tools, and modern learning practices.

- Piloted innovative approaches to content development, including the use of emerging tools to streamline production and enhance learner engagement.

Senior eLearning Developer (02/2019 – 03/2021)

Designed and developed enterprise eLearning programs using Articulate Storyline and Rise for Publicis Media.

- Partnered with subject matter experts (SMEs) to translate complex business content into learner-centered digital learning solutions.
- Established reusable templates and instructional design standards adopted across multiple enterprise learning programs.
- Delivered high-impact digital learning solutions that enhanced learner engagement and knowledge retention.

eLearning Developer (02/2018 – 02/2019)

Developed interactive eLearning modules supporting multiple concurrent enterprise training initiatives under tight timelines.

- Produced multiple concurrent eLearning modules under tight deadlines, ensuring timely delivery of training programs.
- Developed simulations, assessments, and job aids to support system adoption and user performance.

GRANT THORNTON INTERNATIONAL LTD, Chicago, IL

09/2008 – 11/2017

Global Learning Manager (03/2015 – 11/2017)

Led global audit training programs supporting the deployment of a new methodology across 130+ countries and 20K+ professionals.

- Designed and implemented a comprehensive learning curriculum, including eLearning, instructor-led training, and performance support materials.
- Coordinated global training rollout across multiple LMS platforms and regional learning teams.
- Managed vendor relationships and localization strategy, delivering learning programs in seven languages.
- Established instructional design standards and learning development frameworks adopted across the firm.

Instructional Designer and Developer (09/2008 – 03/2015)

Developed global risk and regulatory learning programs, job aids, and reference materials supporting 140+ markets.

- Managed LMS administration, SCORM publishing, and user access management.
- Redesigned the global Independence and Ethics portal, significantly improving usability and knowledge accessibility.
- Produced newsletters, intranet communications, and learning communications supporting global initiatives.
- Ensured all CPE-eligible learning solutions complied with NASBA standards.

BLUE DARING, Chicago, IL

06/2007 – 09/2008

Instructional Designer

Designed interactive online training modules supporting a City of Chicago enterprise system implementation.

- Developed simulations, demonstrations, and assessments using Adobe Captivate.
- Created user guides, job aids, and computer-based training supporting enterprise rollout.

GE ENERGY ROUTING CENTER, Fort Myers, FL

04/2001 – 06/2007

Team Manager

Managed International and NAFTA team of 11 staff supporting logistics operations, client communication, and compliance management.

- Designed onboarding processes that reduced ramp-up time by two weeks.
- Developed operational SOPs that significantly reduced error rates.
- Designed and delivered instructor-led training adopted as a company-wide best practice.

EDUCATION

Bachelor of Science (BS), Organizational Communication, Learning, and Design, ITHACA COLLEGE, Ithaca, NY