

# Rory Sacks

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New York, NY

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## Professional Experience

### **Persado | New York, NY | Jul. 2019 - Present**

*Persado is reinventing marketing creative by applying mathematical certainty to words. By unlocking the power of words, companies can win every moment in the customer journey.*

#### **Learning & Instructional Design Manager**

- Functioned as a working leader, developing online tutorials, instructor-led training materials, web-based content, and post-training support aids – selecting the most effective format to meet targeted learning and performance objectives
- Monitored and evaluated effectiveness of existing solutions, revise/improve based on feedback and business changes while upholding team standards of quality and execution
- Continuously recommend efficient training methods and improve the learning & development training program for different targets
- Managed projects through start-to-finish, manage multiple projects simultaneously, complete follow-up actions in a timely manner, and meet targeted deadlines
- Facilitate engaging and exciting instructor-led, virtual and e-learning experiences that are impactful and resonate with global audiences.
- Chose and implemented platforms and systems to host L&D activities and measurements

### **ASME | New York, NY | Nov. 2018 – Jul. 2019**

*The American Society of Mechanical Engineers is a professional association that, in its own words, "promotes the art, science, and practice of multidisciplinary engineering and allied sciences around the globe" via "continuing education, training and professional development, codes and standards, research, conferences and publications, government relations, and other forms of outreach."*

#### **Senior Learning Experience Designer**

- Performed as a hands-on working manager overseeing 3 members of the L&D team, participating in course development and delivery work
- Implemented continual learning programs to ensure our learners remained at the cutting edge of new content and procedures
- Built strong relationships with key stakeholders across functions and regions to ensure that the L&D deliverables are aligned with company-wide and business-specific needs while also balancing global consistency and local customization when appropriate
- Brought best in class approaches and provide a variety of platforms to ensure high impact learning experiences - whether in person or virtual

### **JPMorgan Chase | New York, NY | Oct. 2018 - Nov. 2018**

*JPMorgan Chase & Co. is an American multinational investment bank and financial services company headquartered in New York City.*

#### **Learning and Development Specialist, Consultant**

- Implemented training programs firmwide across multiple continents
- Integrated components of existing training where applicable

**Investopedia | New York, NY | Jan. 2017 - Oct. 2018**

*Investopedia is the world's leading source of financial content on the web, with more than 20 million unique visitors and 60 million-page views each month.*

**Senior Manager, Learning and Development | 2017-2018**

**Instructional Designer | 2017-2017**

- Managed and lead a team of 6 to design, lead and execute learning and development initiatives and projects
- Established and evolved processes and conventions for effective team operations and quality curriculum creation and maintenance
- Used data driven observations of existing content usage and operations by subject to inform strategy
- Established a content roadmap, defining short, medium and long term goals to align market opportunity with business objectives

**1010Data | New York, NY | Mar. 2016 - Jan. 2017**

*1010data provides a cloud-based platform for big data discovery and data sharing that delivers actionable, data-driven insights quickly and easily.*

**Learning and Development Manager**

- Partnered with all areas and functions of the organization to design, develop and implement the appropriate trainings and resources
- Designed, maintained, and evolved the company-wide technical learning curriculum portfolio for the employee and client onboarding practice
- Aligned learning solutions with course objectives and learner needs
- Ensured the production of quality training courseware for global facilitators and participants of learning programs.

**Icahn School of Medicine at Mount Sinai | New York, NY | Nov. 2014 - Mar. 2016**

*Icahn School of Medicine at Mount Sinai is a leader in the medical and scientific training and education, biomedical research and patient care.*

**Instructional Designer**

- Developed certification and accredited trainings for over 60k learners worldwide
- Leveraged interactive, online and blended learning (AICC/SCORM/Experience API) standards as well as adult learning principles to design and deliver engaging learning opportunities
- Ensured that learning materials are intuitive, informative, and consistent with current instructional design and learning principles

**The New School | New York, NY | Nov. 2013 - Nov. 2014**

*The New School is a private research university in New York City. It was founded in 1919 as The New School for Social Research with an original mission dedicated to academic freedom and intellectual inquiry and a home for progressive thinkers.*

**Academic Technologist**

- Oversaw and managed a team of 30 employees
- Collaborated with faculty and staff by providing leadership in innovative uses of information technology for education and research.
- Ensured that learning materials are intuitive, informative, and consistent with current instructional design and learning principles

*Employment prior to 2013 upon request.*

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**Education & Certificates**

M.A., Secondary Education | Adelphi University | 2009

B.A., History | Quinnipiac University | 2007