

TONYA WEATHERS

682-812-9891 | weathers.tonya@gmail.com | [linkedin.com/in/tweathers](https://www.linkedin.com/in/tweathers)

PROFESSIONAL SUMMARY

Customer education leader with 15+ years turning complex products into clear, practical learning experiences across healthcare, telecom, and technology SaaS environments. Owned customer-facing education end to end for 10,000+ external users on a multi-product healthcare SaaS platform, including live coaching campaigns, eLearning, and in-product guidance tied to major product launches. Built a 50+ course technical training program from scratch for a global nonprofit workforce, and originated an instructional design function from zero infrastructure at a national telecom, standing up the systems and standards it now runs on. Hands-on across the full content lifecycle, writing, building, audio narration and shipping using Articulate, Vyond, WalkMe, and AI-enabled production tools. Master of Arts in Adult Education with a technical foundation in computer engineering and multimedia journalism.

PROFESSIONAL EXPERIENCE

Manager, Compliance Training Program

Magellan Health | July 2019 – Present

- Manage the Corporate Compliance Training and Security Training programs at Magellan Health. Overseeing 20+ courses delivered to new hires and annually to 5,000 employees across counselors, attorneys, compliance specialists, financial accountants, and executive leadership.
- Led modernization of the legacy compliance training program, replacing simple PowerPoint slides with scenario-based learning, branching interactivity, animated video, knowledge checks, playbooks, and a learner resource hub, turning dense regulatory content into training that people could actually retain and apply. Evaluate program annually and as policy changes to focus on content updates, pre-training support, lightweight reinforcement techniques, and alignment to department metrics, reducing 1:1 support by over 80%.
- Manage daily operational reporting, ServiceNow ticket resolution, and the compliance inbox for learner troubleshooting; serve as owner of audit reports for internal audits, regulatory agencies, and proposal requests; partner with HR and IT to manage the escalation, penalty, and termination process for non-completion. Maintained a 100% pass rate on all regulatory and internal compliance audits of the program over 6 years, including audits tied to Centene's \$2.2B acquisition.

Senior Lead Instructional Designer (Contract)

Brightspeed (Apollo-backed national telecom) | August 2023 – Present

- Originated the instructional design function at Brightspeed from a baseline of zero infrastructure: stood up the intake and prioritization process, project management infrastructure (Asana), digital asset management, internal and external resource hubs, and governance cadence, then built and lead a 5-person Senior ID team within the operations business unit.
- Write, build, and maintain training content (programs, elearning, playbooks, webinars) balancing shifting priorities across all 12 areas, from scoping and scripting through recorded narration (Audacity) and video production using Vyond, Synthesia, and Articulate AI Assistant; the function has delivered 100+ training programs reaching 6,000+ employees over 3 years.
- Tie every project to a measurable business KPI (average handle time, dispatch avoidance, time-to-competency) through an intake-and-metrics framework and an Agile + SAM hybrid delivery model, balancing shifting priorities across all 12 areas; report the impact to executive leadership each quarter, including a Field Ops Leadership Transformation program that moved satisfaction from 81.3% to 95.4%, and partner with leadership to secure approval and investment for the work.

Senior Instructional Designer (Contract)

Verizon Business | December 2017 – December 2019

- Designed and developed 10+ courses for 500 product and sales leaders across multiple levels, supporting Verizon Business's product sales growth; additional content contributions across executive leadership, annual compliance, and HR onboarding curricula.

Senior Instructional Designer & eLearning Developer

hCentive (acquired by UnitedHealth Group / Optum, 2019) | March 2015 – January 2017

- Senior lead at hCentive, a cloud-based healthcare insurance technology SaaS platform, providing functional leadership to a 10-person ID team and owning customer education for 10,000+ external users across brokers, agents, employers, and employees; reported to SVP of Training & Process.
- Owned the complete customer enablement effort for 5 major SaaS product launches over 2 years (benefits enrollment, broker quoting, employee benefits portal, carrier admin portal, plan management), including Product, Marketing, and Sales partnership, instructional design, multi-month live ILT campaigns, webinars, eLearning development, playbooks, and in-product guidance built with WalkMe and HTML-developed content. Training examples used by Sales in deal pitches supported a 30% increase in sales, and Customer Success used the educational content in renewal conversations, supporting an 80% renewal rate and customer satisfaction scores of 90%+.
- Built customer-facing training infrastructure from scratch, including a SharePoint-based learning portal and a centralized content database of courses, simulations, learner guides, and playbooks; partnered with the creative team on brand consistency across all educational content. Audit and refresh existing content to align with product changes.

Senior Instructional Designer

National Democratic Institute | April 2014 – April 2015

- Learned an unfamiliar, security-sensitive technical domain from the ground up, then designed and delivered a comprehensive training program of 50+ instructor-led and eLearning courses for U.S. and international employees, including end-users, system administrators, and help desk teams. Curriculum covered technology policies and procedures, digital security, mobile device security, Google Apps, hardware and software training, and social media. Managed LMS assignments, reporting and analytics, and troubleshooting for a globally distributed workforce. Tools: Google Apps, Adobe Captivate, Articulate Storyline, Adobe Connect, SnagIt, Audacity.

PRIOR EXPERIENCE

Earlier Instructional Design Roles 2011 – 2015

Vizient, Tampa Bay Workforce Alliance, Wells Fargo, Southwest Airlines, and iKnow Consulting

EDUCATION

Master of Arts in Adult Education, University of South Florida

Bachelor of Arts in Multimedia Journalism, University of South Florida

Associate of Science in Computer Engineering, University of South Florida

TECHNICAL SKILLS & METHODOLOGIES

Authoring & Multimedia: Articulate Storyline, Rise 360, Captivate, Vyond, Camtasia, Adobe Connect, Audacity, Brainshark

LMS & Knowledge Platforms: Cornerstone OnDemand, Cornerstone Saba, Canvas, SharePoint, Articulate Reach, Absorb, WalkMe, custom internal/external learning hubs

Project Management & Collaboration: Asana, Zoom, Microsoft 365

Methodologies: ADDIE, SAM, Agile ID, Adult Learning Theory, Kirkpatrick L1-L4, scenario-based learning, microlearning, AI-integrated learning design

AI Tools (hands-on): ChatGPT, Claude, Gemini, Microsoft Copilot, Synthesia, WellSaid Labs, HeyGen, DALL-E, Adobe Firefly, Articulate AI Assistant, Vyond AI, Rise AI, Absorb AI