

# Olivia Wilmsen

Learning and Development Manager

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## SUMMARY

As a passionate learner, storyteller and leader, Olivia's ability to connect with people on a meaningful level is the key to her success. Olivia's goal is to build best-in-class training as a corporate training manager — via compelling instructional design and facilitation. She is ready to thrive in a dynamic environment that prioritizes continuous education. Check out [Olivia's Story here](#).

## ACCOMPLISHMENTS

- **Certified in Digital Body Language Course:** [Erica Dhawan](#) | December 2021
- **Certified Facilitator in Unconscious Bias:** [Franklin Covey](#) | May 2019
- **CQ Cultural Intelligence Workshop Completion:** [Cultural Intelligence Center](#) | February 2021
- **Anti-Racism Workshop Completion:** [Blue Level Training](#) | March 2021
- **Certified Facilitator in Conversational Capacity:** [The Ken Blanchard Companies](#) | December 2020

## WORK EXPERIENCE

### **Education & Training Specialist, Manager:** [The Marketing Arm](#) ("TMA")

(Dallas, TX) January 2019–August 2022

- Managed Learning & Development program for more than 750 employees — partnering with 6-person team, leaders and vendors — assessing learning objectives and creating more than 30 training experiences
  - Storytelling training: 91% participant NPS
  - Leadership Player-Coach program: 90% NPS
- Quickly transitioned in-person live trainings to produce impactful virtual experiences (Zoom, Teams, WebEx)
  - Increased overall attendance by 30% (95% NPS)
- Curated and implemented 4 compelling DE&I trainings
  - Unconscious Bias workshop: 98% employee NPS score (375 employees)
  - Certified 12 leaders and myself in Cultural Intelligence
- Significantly increased new hire experience: 98% NPS | 92% found resources to be accessible and easy to comprehend
- Expanded employees' access to a variety of learning tools
  - LinkedIn Learning: Influenced leaders to increase seats based on engagement (3x overall over 3 years)
- Fostered company culture and employee experience via all 4 company culture initiatives: 95% overall positive NPS

### **Copywriter/Project Manager + Recruiter/New Hire Trainer:** [PartnerComm](#)

(Dallas, TX) July 2014–April 2018

- Recruited 30% more diverse pool of candidates from a variety of universities and backgrounds
- Coordinated and co-lead improved and impactful new hire orientation
- Created engaging customized corporate employee communication campaigns (meeting fast-paced deadlines)
  - i.e., 92% DHL employees avoided paying a medical contribution surcharge after our communication campaign
- Increased company's social media impressions by 80% and improved employee engagement via events and newsletters

### **Reporter/Weekend Anchor:** [KRDO Newschannel 13](#)

(Colorado Springs, CO) July 2013–July 2014

### **Morning Anchor/Reporter:** [KMEG 14/KPTH 44](#)

(Sioux City, IA) July 2011–July 2013

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## SKILLS

- Corporate training, instructional design & curriculum development
- Leadership development and talent management
- Presenting & facilitating workshops (in-field and virtual)
- Onboarding / new hire training & recruiting
- Employee experience design & production (virtual trainings, meetings, events)
- LMS / Learning management software (i.e., LinkedIn Learning; familiarity with Cornerstone, ADDIE, SAM)
- Diversity, equity & inclusion education
- Performance improvement
- Detail-oriented, driven work ethic & fast learner
- Sales
- Negotiation tactics
- Research and metrics / ROI analytics
- Conversational in Spanish language
- Project management
- Creative & technical copywriting
- Communication consulting
- Social media management
- Human Resources partnership
- Public speaking
- Proficient in Microsoft Office (Outlook, Word, Excel, Teams, PowerPoint, OneNote, Forms) & Keynote presentation software
- Videography & video editing
- Acting & voiceover talent

## EXTRACURRICULARS

**Member: [ATD Dallas](#) (Association for Talent Development)** | January 2019–Present  
Attend chapter meetings and events and network across the Talent Development industry.

**Co-lead: Omnicom L&D Community** | January 2021–August 2022  
Co-host, plan meetings and communication for Omnicom's (TMA's parent company) network of L&D professionals.

**Co-chair & Emcee – 2021 Southwest Learning Summit: ATD Dallas** | August 2021  
Plan and emcee 200+ attendance learning conference with a team of volunteers.

**Member: Discover\_TMA, TMA Cares, TMA Wellness, TMA Women's Initiative** | January 2019–August 2022  
Support and co-lead programming to uplift and honor our colleagues and give back to our community.

**Member: [BvB Dallas](#) – Tackling Alzheimer's™** | June 2022–Present  
Fundraise and attend educational events to help eradicate Alzheimer's, culminating in powderpuff football game.

**Member & VP, Communications: [DJCC](#)** | January 2016–December 2020  
Promote via social media, media outlets and events, and help plan and run professional development workshops

## EDUCATION

**University of Missouri** Class of 2011 | **Bachelor of Journalism:** Radio TV | **Minor:** Spanish