April 27, 2016

Dear Hiring Manager,

I am applying for the Instructional Design position.

I consider myself a team player, creative-type who is passionate about informal education. As an eLearning professional, I am well versed in managing multiple technologies across multiple platforms, assisting with the implementation of new systems, reporting & maintenance of existing and future technologies. I have proven educational technology skills to design online courses and the expertise to manage learning systems.

You are looking for:

* Instructional design experience
  + I ran my own eLearning business for the past two years, giving me experience with designing educational designs and working with Subject Matter Experts.
  + I am currently a Master’s student at the University of Colorado-Denver in Information Learning Technology, with an emphasis on eLearning. My education ensures that I have the experience and current theoretical knowledge related to the best practices in teaching and learning.
* Instructional Design Theory
  + Theoretical applications I use include: ADDIE, constructivism, intrinsic motivation, and Meyer’s principles.
  + View a paper I wrote explaining and justifying my design elements at <https://docs.google.com/document/d/1bE1r0Q8L2ypZIX_kuIEuJwrAQwADAIYn26nVyOFXidc/edit?usp=sharing>.
* Learning Management Systems
  + As a part of a team we hosted an hour-long webinar, using Zoom, teaching “The Basics of LMS”. I was responsible for coordinating activities for the participants, creating a follow-along handout, gathering assessments, as well as presenting.
  + I have experience designing courses in CourseSites, FormaLMS, and Moodle. And experience using Blackboard and Canvas.
* Technology fluency
  + I have a wide range of experience with technologies such as: authoring tools Captivate 8, web-based applications useful in educational technology such as PollEverywhere, EduCanon, iMovie, Prezi, Moovly, and Scratch
  + Video production and editing, which can be viewed on my online portfolio.
  + Experience with HTML/CSS, digital marketing, gamification, and social media. I designed my own website at [www.elearningbykelly.com](http://www.elearningbykelly.com) (my online portfolio).

I have provided just a brief list of my experiences, skills, and even expertise in some areas; which I believe fall in line with what your company is seeking. I look forward to hearing from your team to further discuss how I can be an asset to your company; you can reach me at 720-434-7646 or [kdhicks2@gmail.com](mailto:kdhicks2@gmail.com).

Sincerely,

Kelly Hicks