

ELIZABETH CONRAD

Learning and Development Manager

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PROFESSIONAL SUMMARY

Results-driven L&D Manager with 9+ years building instructional design, curriculum, and LMS strategy across a multi-state organization. Track record includes \$352K/year in cost savings, a 63% reduction in new hire ramp time, and a 14-point lift in revenue-to-goal through manager development programs, backed by 2x President's Club recognition. Skilled in Articulate Rise, Storyline, Adobe Creative Suite, Biteable, Vyond, Canva, Microsoft 365, and Schoox and Cornerstone LMS Administration, with growing expertise integrating AI to accelerate and modernize training delivery.

SKILLS

Instructional Design: Articulate Rise 360, Articulate Storyline, Vyond, Biteable

Creative & Media: Adobe Illustrator, Photoshop, Premiere Pro/Rush, Canva

Techniques: ADDIE Model, Training Needs Analysis, Adult Learning Theory, Kirkpatrick Evaluation, Blended/Virtual Learning, LMS Administration (Schoox, Cornerstone), Curriculum Development, Performance Coaching

AI Integration: Beta program for Articulate AI features; Claude AI/ChatGPT used to create interactive eLearning code blocks, presentations, and enhanced training reports; Percipio AI Chat Simulator for leadership development

KEY METRICS

- \$352K/year in training cost savings
- 63% reduction in new hire ramp time
- 27% reduction in new hire turnover
- 2,100+ reps certified and floor-ready
- 7% year-over-year improvement in field output
- +14 pts revenue-to-goal (MIT program) with 22% promotion rate
- 90% reduction in new leader onboarding facilitation time

WORK EXPERIENCE

Training Program Manager

Verge Mobile (T-Mobile Premium Retailer), Austin, TX | June 2023 – Present

- Redesigned the new hire curriculum to include better system training and sales process expectations for both industry-experienced and first-time hires.
- Developed a certification program requiring new hires to pass a 30+ checkpoint with their district leader to become a sales representative, cutting new hire ramp-to-productivity from 4.1 months to 1.5 months (a 63% reduction).
- Established a Learn & Earn program for sales representatives 60+ days into their role, reinforcing the sales process, revenue generation, and compensation structure knowledge to improve performance and retention.
- Improved field output by 7% year-over-year, driving sustained productivity gains across the field.
- Designed a Leader Ready program to onboard promoted and externally hired leaders, cutting virtually facilitated training time, and time away from the store, from 3 days to 2.5 hours (a 90% reduction).
- Built and led a 6-week Manager-in-Training (MIT) program to develop high-performing store manager candidates; MIT graduates achieved a 14-point lift in revenue-to-goal versus a peer baseline, with 22% promoted to store manager roles within an average of 6 months.
- Created a Multi-Unit Onboarding program equipping district leaders to manage performance and coach store managers across multiple locations.

- Scaled international L&D team from 1 to 4 members, developing an individual contributor into a people manager and establishing weekly coaching, planning, and tracking systems to lead the remote team effectively.
- Achieved #1 national dealer ranking for training completion every month since March 2024, with 100% of new hires and leaders completed on time and 90%+ priority training completion sustained.
- Recognized as a President's Club winner; selected by the field as a Verge Strong nominee for best support in 2024.

National Trainer

Verge Mobile (T-Mobile Premium Retailer), Austin, TX | February 2022 – June 2023

- Designed and implemented a digital-first training strategy, converting 70 hours of virtual instructor-led training into 16 hours of self-paced eLearning, reducing department training overhead from \$732K/year to \$380K/year, a savings of \$352K annually.
- Reduced new hire turnover by 27% through onboarding improvements that strengthened early engagement and readiness, driving a 23% lift in new hire performance.
- Improved 90-day revenue per hire by \$9.07 per hour, adding \$80K+ in productivity gains from day one alone.
- Reduced new hire time-to-productivity from 90 days to 45 days (a 50% reduction) through curriculum redesign in Schoox LMS.
- Increased new leader, new hire, and priority training completion by launching weekly Regional Training Manager alignment calls and targeted completion campaigns.
- Built capability across a 2-person facilitation team through coaching and systems training, improving the quality and consistency of trainer-led support for new hires.
- Recognized as a President's Club winner; selected as a Board pick in 2022 for the impact made on the new hire onboarding program.

Virtual Trainer

Verge Mobile (T-Mobile Premium Retailer), Austin, TX | September 2021 – February 2022

- Delivered live virtual onboarding to cohorts of 30–60 new hires per class, contributing to 800+ reps certified and floor-ready company-wide.
- Built a centralized tracking system for completion status and certification scores, closing a critical compliance and visibility gap for leadership.
- Redesigned new hire curriculum with mandatory individual activity workbooks, eliminating peer-copying and improving assessment integrity.

Sales Development Trainer

Verge Mobile (T-Mobile Premium Retailer), Austin, TX | September 2020 – September 2021

- Coached 15 Austin-market locations through targeted side-by-side training visits prioritized by underperforming metrics and new hire onboarding needs.
- Staffed an underperforming district by recruiting and selecting 20 candidates, with 13 completing the program and reaching full commission status.
- Delivered in-person facilitation for the final week of new hire onboarding, certifying representatives on the sales process and commission structure.

Retail Training Store Manager

Verge Mobile (T-Mobile Premium Retailer), Austin, TX | September 2016 – September 2020

- Ranked #1 in the Texas region on the company's weighted revenue and KPI scorecard as the most profitable Austin-market location.
- Certified new hires and district leaders through role-plays, systems training, and full-week leadership rotations as the district's official training store.
- Led a full-week onboarding program equipping new leaders with operational and sales fundamentals for success in their role.
- Managed a team of 6, achieving the highest average tenure in the Texas region at 3 years through consistent coaching, development, and retention practices.

- Drove consistent customer satisfaction performance under my leadership, exceeding the 9.5 CSAT goal, sustaining an NPS above 90, and maintaining Google reviews above 4.5.

Associate Manager / Sales Associate

Verge Mobile (T-Mobile Premium Retailer), Austin, TX | October 2014 – September 2016

- Promoted through 2 roles in 2 years for exceeding sales targets and customer satisfaction, earning selection as Training Store Manager.

ADDITIONAL PROFESSIONAL EXPERIENCE

Trainer, Front of House

Shady Grove Restaurant, Austin, TX | January 2012 – May 2015

- Trained new front-of-house employees on service standards, guest experience, and restaurant cleanliness protocols.
- Proactively checked in with customers throughout service to identify and resolve issues before they impacted satisfaction.
- Ensured consistent delivery of hospitality standards across a rotating staff in a high-volume restaurant.

Account Manager

Austin Competitive Consulting, Austin, TX | September 2011 – January 2012

- Executed business-to-business outside sales, building and managing a client relationship pipeline from prospecting through close.
- Recruited and evaluated sales candidates in the field, assessing performance and fit for open sales positions.
- Trained new hires on a systematic sales approach and closing technique, laying the foundation for a career in sales training.

Manager

Dotty Dumpling's Dowry Restaurant, Madison, WI | December 2005 – August 2011

- Managed daily operations in a high-volume, fast-paced restaurant environment with a consistent focus on customer satisfaction.
- Supervised and delegated tasks across a multi-person staff, coordinating shift coverage and service standards during peak hours.
- Resolved customer inquiries and complaints in real time, maintaining service quality and guest retention.
- Built multitasking and interpersonal skills directly transferable to later training and team leadership roles.

EDUCATION

University of Wisconsin-Madison

B.A. in Genetics - Graduated May 2007

CERTIFICATIONS

- Certified Professional in Training Management (CPTM), Training Industry - In Progress, Expected August 2026
- Applications of Generative AI in Learning and Development, LinkedIn Learning - Certificate
- Trainer University, T-Mobile Facilitation Certification
- Schoox LMS Administrative Certification

AWARDS

- 2x President's Club Winner: Verge Strong Nominee - Field-Selected 2024, Board Pick - New Hire Onboarding Program Improvements, 2022
- #1 National Dealer Ranking for Training Completion, 2024-2026
- Exceptional Customer Service - T-Mobile, 2018