SARAH **WHITFIELD**

INSTRUCTIONAL DESIGNER · ELEARNING DEVELOPER

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PROFILE

Instructional designer with two years building corporate training at Cortland, a multifamily housing company. Designs interactive eLearning, assessments, and video, and works closely with subject matter experts to turn complex processes into clear, practical learning. Years of frontline leasing and resident service experience give a real understanding of the learners this training is built for. A background in live entertainment and on-camera work adds strong video, voiceover, and storytelling skills.

EXPERIENCE

CORTLAND · Atlanta, GA · 2020 – Present

Instructional Designer — Jun 2023 – Apr 2025

- Designed and developed interactive, visually engaging eLearning content based on learning and performance needs.
- Partnered with subject matter experts to build effective learning solutions for a range of audiences.
- Built assessments to measure understanding of critical skills and competencies.
- Evaluated existing curricula for effectiveness and recommended improvements.

Leasing & Sales Specialist — Jun 2025 – Present

Cortland at the Battery

Call Center Sales Representative — Feb 2023 – Jun 2023

Leasing Hub

- Assessed prospect needs through consultative conversations and built customized offers for each client.

Resident Experience Associate — Jun 2022 – Feb 2023

Cortland at the Village

- Trained new employees on customer service standards and community procedures.

Leasing Specialist — Feb 2020 – Feb 2022

Cortland at the Village

- Led tours, handled resident inquiries, and coordinated move-ins and move-outs.

General Manager of Operations — Mar 2018 – Feb 2020

Modern Mystic · Atlanta, GA

- Hired, coached, and managed performance for the staff team.
- Ran day-to-day operations and kept the business aligned with company policies and procedures.
- Used financial analysis to find cost savings and improve budget allocation.

Entertainment Manager — Jun 2016 – Mar 2018

Six Flags Over Georgia · Atlanta, GA

- Managed a team of 20+ performers and staff, including hiring and payroll.
- Oversaw show production: staging, audio, and lighting setup, plus performer logistics.

SKILLS

INSTRUCTIONAL DESIGN

Needs analysis
eLearning design
Assessment design
Curriculum evaluation
SME collaboration
LMS administration

AUTHORING

Articulate Storyline 360
Articulate Rise 360
Camtasia

MEDIA

Adobe Premiere Pro
Adobe After Effects
Adobe Photoshop
Adobe InDesign
Video editing
Voiceover & on-camera hosting

TOOLS

Microsoft 365
Asana
CRM software

STRENGTHS

Clear communication
Project management
Problem solving
Team building
Conflict resolution

EDUCATION

Bachelor of Arts
University of Georgia
Athens, GA · 2017