

MISS BRET TOWNSEND

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LEARNING AND DEVELOPMENT MANAGER | TRAINING AND IMPLEMENTATION SPECIALIST | CURRICULUM DESIGNER

SUMMARY

United States Navy Veteran and accomplished Learning and Development Manager with over 17 years of experience designing, implementing, and managing training programs that build workforce capability, improve operational performance, and support business goals. Skilled in instructional design, curriculum development, facilitation, onboarding, system adoption, professional development, and program management across government, corporate, SaaS, and consulting environments. Experienced in building scalable, results-focused learning ecosystems by aligning training strategies with organizational objectives, leveraging feedback loops, supporting stakeholder engagement, and driving continuous improvement across teams and programs.

SKILLS

- **Learning Strategy and Delivery:** Instructional Design | Curriculum Development | Adult Learning Principles | Facilitator Guides | Blended Learning | Train-the-Trainer Models
- **Training and Implementation:** Software Rollouts | User Training | Technical Onboarding | Client Education | New Hire Onboarding | Workforce Enablement
- **Professional Development:** Leadership Development | Cohort-Based Learning | Workshop Facilitation | Coaching Support | Emerging Leader Development | Participant Engagement
- **Content Development:** SOPs | Job Aids | Training Manuals | Knowledge Base Documentation | Microlearning Tools | LMS Administration
- **Program Management:** Stakeholder Engagement | Cross-Functional Collaboration | Needs Assessment | Impact Reporting | Learning Analytics | Continuous Improvement
- **Learning Technology and AI Tools:** LMS Platforms | Microsoft Office 365 | SharePoint | Salesforce | Google Workspace | OpenAI | ChatGPT | Microsoft Copilot | Google AI Tools | Microsoft AI Tools | Prompt Engineering

CAREER HIGHLIGHTS

- Led more than 24 regional software training rollouts at Rollins, Inc., delivering training to more than 500 employees and supporting a revenue-generating implementation valued at over \$30M.
- Designed and managed a multi-year leadership development program for a nonprofit agency, improving planning, organizing, project management, digital literacy, and career readiness for over 45 program selectees.
- Authored over 85 user guides and led virtual training initiatives during a Salesforce system migration, supporting smooth adoption, workflow consistency, and knowledge transfer across multiple teams.
- Directed training readiness for a U.S. Navy Reserve units, improving mission qualification and deployment readiness through tailored learning plans, SOP documentation, mentorship, and performance tracking.
- Built training guides, playbooks, onboarding resources, SOPs, and professional development materials across corporate, SaaS, nonprofit, military, and consulting environments.

WORK EXPERIENCE

LEARNING AND DEVELOPMENT CONSULTANT AND TRAINER | SavvyPro Freelance, LLC | Remote | 2016 – Present

- Design and deliver customized training programs, workshops, coaching experiences, and workforce development solutions that improve team alignment, productivity, and operational effectiveness.
- Develop training guides, playbooks, facilitator resources, job aids, SOPs, and quick reference materials tailored to client systems, workflows, and business goals.
- Conduct organizational assessments, learning needs analyses, and workflow reviews to identify capability gaps, training priorities, and process improvement opportunities.
- Facilitate virtual workshops, instructor-led training, and one-on-one coaching sessions focused on leadership development, communication, strategic planning, operational readiness, and professional growth.
- Build blended learning ecosystems using digital tools, documentation resources, structured templates, and implementation support materials to enable scalable delivery.
- Partner with business leaders, entrepreneurs, and nonprofit teams to align learning initiatives with organizational strategy, workforce needs, and operational goals.
- Develop feedback tools, learner engagement strategies, and continuous improvement processes to strengthen training outcomes and long-term adoption.

TRAINING OFFICER AND INSTRUCTOR (Reservist) | USN | 2008 – 2025

Selected for progressively expanded training, leadership, operations, and readiness responsibilities supporting mission execution, workforce development, and operational continuity.

- Directed training readiness programs for a unit of 45 sailors, improving mission qualification, deployment readiness, and operational preparedness through structured learning plans and performance tracking.
- Delivered over 500 hours of classroom, web-based, and instructor-led training annually to cohorts ranging from 35 to 150 personnel across technical, operational, and administrative functions.
- Created and maintained technical SOPs, watch floor instructions, operational guides, continuity documents, and scenario-based training materials used across multiple leadership transitions.
- Conducted performance reviews, mentorship activities, readiness assessments, and coaching sessions that supported measurable improvements in sailor development and promotion readiness.
- Managed cross-unit training coordination, data reporting, information dissemination, and stakeholder communication during multi-force exercises and operational activities.
- Developed training schedules, qualification tracking systems, and readiness reporting processes to support command-level decision-making and compliance requirements.
- Supported leadership continuity and knowledge transfer by documenting procedures, training expectations, operational workflows, and transition resources for incoming leaders.

Community Leadership Program - Contract | Hybrid | 2022 – 2025

Progressive Leadership, Operations, and Professional Development Roles

Selected for progressively expanded leadership, operations, and professional development responsibilities supporting program growth, participant engagement, and organizational improvement.

TRAINING PROGRAM MANAGER | 2024 – 2025

- Designed and managed a cohort-based leadership development program reaching over 50 program selectees, improving planning, organizing, project management, communication, and professional readiness outcomes.
- Developed curriculum, participant guides, facilitator materials, onboarding resources, assessments, accountability frameworks, and professional development content for adult learners.
- Facilitated leadership development workshops, coaching sessions, and collaborative learning experiences focused on strategic planning, executive presence, digital literacy, and long-term career growth.
- Managed participant onboarding, communications, scheduling, engagement tracking, learning materials, and program logistics to support a high-quality learner experience.
- Collaborated with program leadership and stakeholders to align learning objectives, participant needs, and program outcomes with organizational goals.
- Designed feedback tools and analyzed participant input to continuously improve curriculum quality, learner engagement, and program effectiveness.
- Launched alumni learning initiatives to maintain participant engagement and continue advanced leadership development, professional growth, and community engagement strategies.

STRATEGIC OPERATIONS CONSULTANT - FRACTIONAL COO TYPE FUNCTION | 2023 – 2024

- Led operational improvement and workforce enablement initiatives supporting scalable program operations, process optimization, and organizational growth strategies.
- Collaborated with leadership to identify operational challenges, workflow gaps, workforce capability needs, and process improvement opportunities.
- Designed and optimized operational processes, reporting systems, tracking tools, SOPs, and workflow standards to improve program consistency and organizational efficiency.
- Developed feedback loops, reporting strategies, and performance tracking tools to support leadership decision-making and continuous improvement planning.
- Monitored implementation progress, operational performance, and workflow effectiveness to improve execution quality, compliance, and stakeholder alignment.
- Supported organizational scaling efforts through process refinement, stakeholder coordination, documentation development, and operational readiness initiatives.
- Helped improve organizational efficiency by over 30% through structured workflows, process documentation, tracking systems, and performance improvement strategies.

SOFT SKILLS LEARNING AND DEVELOPMENT MANAGER | Aug 2022 – Jul 2024

- Designed and facilitated professional development programs focused on communication, leadership readiness, workplace effectiveness, conflict resolution, strategic thinking, and professional growth.

- Delivered over 100 instructional hours through instructor-led workshops, virtual facilitation, coaching sessions, and blended learning initiatives supporting adult learners and emerging leaders.
- Developed learner assessments, feedback tools, participant engagement strategies, and accountability frameworks to improve learning effectiveness and participant outcomes.
- Applied adult learning principles and learner-centered facilitation methods to create inclusive, engaging, and actionable learning experiences.
- Created learning materials, coaching tools, workshop content, and participant resources supporting workforce readiness, personal branding, executive presence, and long-term planning.
- Facilitated group coaching and one-on-one development sessions to help participants clarify goals, strengthen planning habits, and apply learning to real-world professional scenarios.
- Used participant feedback and engagement insights to refine workshops, improve learning delivery, and support continuous program improvement.

INSTRUCTIONAL CONTENT WRITER | Healthcare - Contract | Remote | 2022 – 2023

- Developed scalable instructional content, learner resources, training documentation, and operational learning materials supporting workforce enablement in a fast-paced healthcare environment.
- Created learner guides, job aids, LMS content, reference materials, and blended learning support resources aligned with adult learning principles and organizational objectives.
- Collaborated cross-functionally with SMEs, stakeholders, and operational teams to improve knowledge transfer, learner engagement, instructional clarity, and content accuracy.
- Supported content modernization and learning deployment initiatives by refining instructional resources, streamlining workflows, and improving learner accessibility.
- Maintained quality assurance standards, formatting consistency, and content updates to ensure learning materials aligned with evolving operational requirements and workforce needs.
- Managed instructional content projects from planning through delivery, ensuring timelines, stakeholder expectations, and quality standards were met.
- Evaluated existing learning assets to identify improvement opportunities, enhance delivery, and strengthen learner experience across multiple formats.

CURRICULUM SPECIALIST | FinTech SaaS Contract | Remote | 2021 – 2022

- Managed Salesforce training efforts across departments during enterprise migration, authoring over 85 user guides and workflow resources to support adoption and knowledge transfer.
- Developed, proofread, and edited training materials including facilitator guides, PowerPoint presentations, job aids, handouts, user guides, and technical learning resources.
- Designed scalable learning experiences in collaboration with stakeholders and SMEs to support technical training, onboarding, and user adoption across internal teams.
- Conducted needs assessments and requirements-gathering sessions to identify learning needs, workflow gaps, and documentation priorities during system transition.
- Developed outlines, scripts, storyboards, and instructional materials for virtual, instructor-led, and face-to-face learning environments.
- Supported knowledge management efforts by organizing content, validating workflows, and improving access to user support resources during migration.
- Collaborated with cross-functional teams to maintain content accuracy, improve learner experience, and align training materials with project timelines and operational needs.

LEARNING AND DEVELOPMENT MANAGER | TP - Special Project | Hybrid Travel | 2019 – 2020

- Orchestrated development and implementation of enterprise-wide training curricula, leveraging instructional design principles to support business goals and workforce readiness.
- Designed and deployed scalable training programs supporting new software tools, internal platforms, onboarding needs, and operational workflows.
- Partnered with executive leaders and stakeholders to conduct gap analyses, establish learning priorities, and improve workforce capability by 20%.
- Managed learner tracking systems, performance data, training records, and reporting tools used to monitor participation, progress, and knowledge retention.
- Coordinated learning schedules, participant communications, training logistics, and content development activities across multiple learning initiatives.
- Championed blended learning strategies, virtual delivery methods, and new media tools to improve scalability, engagement, and access to training.

- Evaluated learner feedback, engagement trends, and performance outcomes to improve training content, delivery methods, and program effectiveness.

LEAD IMPLEMENTATION SPECIALIST AND TECHNICAL TRAINER | Inc. - SaaS | Hybrid Travel | 2013 – 2017

Selected for progressively expanded implementation, training, documentation, and team lead responsibilities during enterprise software rollout initiatives.

- Led more than 24 regional software training rollouts supporting migration from legacy systems to cloud-based SaaS platforms across distributed business units.
- Delivered over 500 multi-format training sessions, contributing to a 25% decrease in post-launch support requests and improved user adoption across teams.
- Executed onsite, classroom, webinar, and field-based training for over 160 office and management personnel, 300 service technicians, and 30 internal corporate employees.
- Spearheaded onboarding for more than 60 new hires quarterly by designing training materials, facilitating classroom instruction, and supporting field training experiences.
- Directed implementation strategy as a team lead, training team members, tracking issues, reporting discrepancies, and supporting resolution during multi-site deployments.
- Developed facilitator guides, job aids, SOPs, onboarding materials, user support resources, and training documentation to improve implementation consistency and knowledge transfer.
- Collaborated with product management, operations leadership, technical teams, and cross-functional stakeholders to align training delivery with implementation goals and business needs.
- Managed documentation continuity, knowledge sharing, reporting processes, and training resource updates to improve quality control across teams and client-facing support.
- Supported software adoption, workflow standardization, and operational readiness through end-user coaching, post-launch support, and continuous training improvements.

EDUCATION | EXPERIENCE LEVEL

Illinois State University | Normal, IL