

# NYA SKIPPER

## eLearning Developer & Instructional Designer

225-931-8505 · nyabusinessaccount@yahoo.com · www.nyaskipper.com · Baton Rouge, LA

### CORE COMPETENCIES

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**eLearning Tools:** Articulate Rise · Articulate Storyline · SCORM · H5P/Lumi · Moodle LMS · mod\_customcert

**Design & Development:** Figma · UX/UI Design · HTML · CSS · Web Development · SEO Architecture

**Instructional Design:** Curriculum Development · Program Compliance · CEU Programming · ADDIE Framework

**Media Production:** Video Production & Editing · Motion Graphics · Sound Design · Short-Form Content

**Marketing & Analytics:** Digital Marketing · Google Ads · GA4 · Paid Social · Email Marketing

### EDUCATION

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#### Arizona State University

December 2025

Master of Science in Digital Audience Strategy

#### Louisiana State University

May 2024

Bachelor of Fine Arts in Studio Art | Concentration in Digital Art

### CERTIFICATIONS

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HubSpot Inbound Marketing · HubSpot Social Media Marketing · Google Analytics Certified · Google Ads Certified

### PROFESSIONAL EXPERIENCE

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July 2021 – Present

#### Louisiana Association of Substance Abuse Counselors and Trainers

*School Director, eLearning Developer & Marketing Manager | Full-Time*

##### LMS Administration & eLearning Development

- ▶ Administer LASACT's Moodle LMS end-to-end: configured SCORM-compliant course architecture, self-enrollment with keyed access, and automated enrollment expiry notifications.
- ▶ Implement interactive content using H5P/Lumi, enforcing video completion gates and branching activities to meet continuing education compliance standards.
- ▶ Design and deploy custom digital certificates using mod\_customcert, integrated with learner completion tracking across the LMS.
- ▶ Manage the full Moodle plugin ecosystem, troubleshooting compatibility, hosting constraints, and performance in a managed environment.
- ▶ Apply Figma and UX/UI design principles to learner-facing course layouts, orientation materials, and student handbooks — ensuring intuitive navigation and accessibility.

##### Instructional Design & Program Development

- ▶ Designed, launched, and now direct 3 state-recognized credentialing programs (clinical supervision, gambling addiction, substance use training) — overseeing curriculum structure, compliance documentation, and CEU delivery.
- ▶ Coordinate content delivery timelines with subject matter experts (SMEs), translating clinical expertise into structured, learner-ready digital course materials.
- ▶ Develop and maintain student-facing resources including course handbooks, orientation guides, and assessment frameworks aligned with state licensure requirements.

##### Grant & Contract Management

- ▶ Negotiate, draft, and execute contract amendments with OBH and LRS, ensuring deliverables, funding allocations, and program scope are accurately documented.

- ▶ Monitor ongoing compliance against state contract deliverables; prepare invoices and reimbursement requests managing full billing cycles.

### **Marketing & Communications**

- ▶ Execute full-funnel digital marketing strategy for LASACT's annual conference (700+ attendees): Google Ads, Facebook/Instagram paid social, email, and organic content.
- ▶ Manage Google Ads with GA4 UTM tracking, campaign optimization, and performance reporting across search and display.
- ▶ Design and maintain LASACT's website with SEO-optimized architecture, accessible page structure, and up-to-date program content.

*December 2025 – Present*

### **I CARE – East Baton Rouge Public School System**

*Videographer & Video Editor | Contracted*

- ▶ Produce and edit Instagram Reels and short-form social video content optimized for platform specs, contributing to audience growth and brand visibility.
- ▶ Direct shot composition, lighting, and on-camera talent on-site; deliver publication-ready assets with motion graphics, sound design, and captioning on tight timelines.

*September 2025 – Present*

### **Louisiana Art & Science Museum**

*Content Creator & Social Media Manager | Freelance*

- ▶ Plan, produce, and publish digital content promoting youth prevention education; manage content calendars and platform analytics to drive engagement.

*August 2024 – February 2026*

### **The Sanford Group – Allstate**

*Content Creator & Social Media Manager | Contracted*

- ▶ Built and manage social media presence from the ground up across Facebook and Instagram; design graphics, video, and marketing materials.

*July 2023 – February 2026*

### **Big Dreams Drama Program**

*Web Developer, Graphic Designer & Content Creator | Contracted*

- ▶ Design all production materials and maintain the theatre website with ongoing SEO optimization; produce video and photo content for social media.

*December 2025 – Present*

### **The Hatfield Law Office, LLC | H. Michael Aaron, Attorney at Law**

*Web Developer | Freelance*

- ▶ Design and develop custom attorney websites with UX/UI-driven layouts, typographic systems, SEO-conscious architecture, and conversion-oriented user flows.

## **INTERSHIPS**

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*May 2023 – July 2023*

### **NASA**

*Digital Twin Research Intern*

- ▶ Collaborated with LSU students to digitally twin the NASA Michoud Assembly Facility, contributing to spatial data visualization and documentation workflows.

*August 2021 – May 2022*

### **Love Acting**

*Media & Production Assistant*

- ▶ Supported video editing, film production, social media management, web development, graphic design, and event logistics.