



# ERIKA VENZA

## Instructional Designer

### TOOLS & SKILLS

- MS Office
- Google Suite
- eLearning
- PowToon
- Instructor Led Training
- Virtual Training
- Articulate 360 Suite
- Success Factors LMS
- Adobe Creative Suite
- Camtasia
- Shopify
- Facebook Ads Manager
- WordPress
- Klayvio
- Canva

### EDUCATION

#### B.S. in Psychology

University of Central Florida  
2006-2010


#### General Lines Property and Casualty License 220


### HONORS

#### President's Club - 2018

Esurance

### CONTACT

 (813) 468-6620

 erika.venza@gmail.com

## WORK EXPERIENCE

### 2019-Present **PRESIDENT** *Adults Skate Too LLC*

- Shopify expert with a successful e-commerce store with over 1200 orders since inception
- Create apparel and accessory designs using the Adobe Suite, specifically Illustrator, InDesign, and Photoshop
- Record and edit videos using Adobe Premiere
- Strategically market to consumers using Facebook, Facebook Ads Manager, Instagram, TikTok, Twitter, and YouTube
- Design and develop websites such as *adultsskatetoo.com* and *figureskatereviews.com*

### **INSTRUCTIONAL DESIGNER** *Esurance/Allstate*

- Partner and collaborate with subject matter experts, trainers and business partners across the organization to create engaging and effective training content
- Produce creative learning solutions in virtual, e-learning, instructor led, and video formats
- Design and develop Sales New Hire training curriculums using the ADDIE model as well as implementing other learning design strategies and agile methods including self directed learning for new hire representatives
- Research and implement new learning and assessment methods into design solutions

### 2014-2019 **SUPERVISOR SALES SUPPORT** *Esurance*

- Managed daily activities of a team of Sales Support Leads, including daily metric reporting and call auditing
- Analyzed, investigated and resolved complaints filed by customers including DOI and BBB complaints
- Recommended process improvements and system enhancements to address areas of opportunity for sales; worked with training to address trends that have been identified

# ERIKA VENZA

## *Instructional Designer*

### WORK EXPERIENCE CONTINUED

---

2012-2014 **SENIOR SALES SUPPORT LEAD**

*Esurance*

- Assisted Sales Support Leads with their questions, resolve escalated issues and help manage efficiency
- Completed Sales Support Lead incident dispute audits, call audits, ticket office ticket reports
- Co-facilitated Sales Support Lead training and Agent MOD training
- Provided direction, guidance and coaching to Sales Team representatives
- Managed escalated issues, workflows, and provided underwriting guidance

2011-2012 **SALES AGENT**

*Esurance*

- Received inbound sales leads, cross-sell other products, coverage counseling and mentoring new agents
- Agent Mentor (11/11 -9/12) - gave feedback to veteran and new hire agents on the sales floor in both underwriting and sales skills
- Chat Agent (04/12-05/12) - volunteered to be part of a pilot program online chatting with customers about questions they may have when purchasing a policy online
- Agent MOD (6/12 - 9/12) - worked as an Agent MOD answering sales agents' questions about different underwriting concerns

2010-2011 **ICE DEN OPERATIONS AND LEARN TO SKATE COACH**

*RDV Sportsplex Ice Den*

- Ensured safety of skaters, kept facility clean, and maintained a professional customer service attitude for our patrons
- Taught children and adults basic skills for figure skating