






ALLYN ARROWOOD

Learning & Development | Instructional Design | Stakeholder Engagement

CONTACT

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EDUCATION

Instructional Technology Licensure (Master Level) – East Carolina University (2015).

Master of Arts in Teaching – University of South Carolina (2006)

Bachelor of Arts in Spanish & International Trade – Clemson University (2005)

SKILLS

- Instructional Design (ADDIE, SAM, Needs & Task Analysis)
- eLearning Development (Articulate 360, Canva, Camtasia, Google Suite)
- Curriculum & Training Design
- Video Production & Microlearning
- Stakeholder Training & Onboarding
- Web & Graphic Design
- EdTech & Emerging Technologies (3D Printing, CAD, AR/VR)
- LMS Administration & Course Development
- Spanish Fluency (Professional)

SUMMARY

Innovative Instructional Designer & Learning Experience Specialist with expertise in curriculum design, eLearning development, and stakeholder engagement. Skilled at transforming complex content into engaging digital learning experiences that improve performance and drive organizational goals. Proven ability to deliver employee training, onboarding solutions, instructional videos, and interactive resources for diverse audiences. Recognized for leadership, creativity, and technology integration, with experience building scalable instructional programs and digital products that generate measurable impact.

EXPERIENCE

LEARNING & DEVELOPMENT | INSTRUCTIONAL DESIGN | STAKEHOLDER ENGAGEMENT

WCPSS Magnet Coordinator

2015 - Present

- Designed and delivered professional development for 80+ staff on instructional technology, digital tools, and STEM, increasing adoption and engagement.
- Created digital and print learning assets (eLearning modules, job aids, instructional videos, presentations) for onboarding and stakeholder engagement.
- Developed onboarding resources and communication campaigns that improved recruitment, retention, and program enrollment.
- Conducted needs assessments and built targeted training solutions that boosted staff proficiency across platforms.
- Produced website content and marketing collateral to align brand messaging with organizational goals.
- Managed stakeholder relations as primary contact for parents and partners, enhancing satisfaction and retention.
- Directed large-scale events and training rollouts, including STEM nights with 600+ participants.

STEM COORDINATOR

WCPSS

2007-2015

- Developed and facilitated training programs on STEM education, technology integration, and digital tools for cross-school faculty and leadership teams.
- Designed coaching cycles and modeling sessions to increase teacher capacity in STEM pedagogy and instructional technology, resulting in wider program adoption.
- Created eLearning sessions and hands-on workshops for staff, incorporating QR codes, apps, augmented reality, and Discovery Education platforms.
- Led organizational knowledge-sharing initiatives, hosting school visits for superintendents, principals, and educators to demonstrate STEM and technology integration.