

Tyler Geddes

720.515.2322 - Fort Collins, CO - HireTyler@gmail.com - www.tgeddes.com

Summary of Qualifications

- 8 years experience creating SaaS training content for internal and customer education programs
- 7 years experience in instructional design and implementing adult learning methodologies
- Bachelors degree in Communication Studies, focusing on multimedia and public speaking
- Expertise in Salesforce, Zendesk, Zoom, HTML, CSS, Workramp LMS, Camtasia & Adobe Suite
- Self-directed, with excellent written and verbal communication skills, and a successful track record of delivering engaging video and LMS education programs for complex products

Experience

KarmaCheck - Technical Learning Manager

1/2024 - Present

- Managed a learning and development team, producing educational content, building individualized training plans, and running virtual instructor-led training sessions
- Developed a scalable training program to grow and support a customer-facing team; onboarded dozens of new hires while cross-training existing employees
- Leveraged AI chatbots and LLMs, including ChatGPT, Google Gemini and NotebookLM, to draft and deliver custom training content and make information retrieval effortless
- Collaborated with stakeholders to evaluate and triage existing content, identify learning needs and create learning objectives that aligned with organizational goals
- Developed engaging educational and training materials including a structured curriculum for new employees, how-to articles, process documents and instructional videos
- Facilitated training sessions through various methods and platforms, ensuring effective knowledge transfer and skill development
- Evaluated the effectiveness of training programs through assessments, feedback, and metrics analysis with Zendesk Explore, and continuously improved content based on insights gained
- Integrated coaching techniques into training sessions to reinforce learning, close knowledge gaps and boost KPIs through skill application in real-world scenarios
- Worked closely with our Implementation, Success, Engineering and Product teams to identify and address training challenges

Buildout - Product Education Manager

1/2022 - 1/2024

- Joined Buildout during their acquisition of Apto to scale their SaaS product education initiatives
- Replaced lengthy one-on-one onboarding processes with scalable webinar and LMS content that enabled successful customer outcomes, limited Support requests, and reduced onboarding time
- Transformed live webinars into evergreen training and engagement content, improving KPI's for Customer Success and reducing Support tickets from new customers
- Created comprehensive onboarding and training LMS content for the Buildout suite of products
- Produced best-practice videos with customer champions that contributed to successful campaigns for the Marketing team and improved customer retention for Account Managers
- Unified sales training, marketing, and customer onboarding messaging for two major product launches, designing video-based LMS courses for customer training and internal sales education
- Drove internal product and feature awareness with weekly Product and Dev update videos

Apto - Customer Education Manager

5/2021 - 1/2022

- Partnered with Customer Experience, Marketing and Product stakeholders to strategically develop a training curriculum for a Salesforce-based CRM

- Created and executed a vision for customer education that increased adoption of Apto's products, reducing our churn rate by more than 10%
- Identified customer learning needs and designed one-to-many onboarding that promoted best practices and reduced time-to-value for new customers, improving our NPS by 1.5 points
- Collaborated with Sales and Customer Experience teams to create highly engaging webinar content that met the needs of power users and beginners alike, doubling our average attendance
- Produced product education campaigns that led to 15% average account growth and increased customer adoption of advanced features
- Implemented innovative one-to-many processes using LMS and evergreen webinar systems to increase onboarding efficiency - reduced onboarding meetings by 75%

RE/MAX - Training Engagement Consultant

10/2020 - 5/2021

- Developed and delivered a successful technology adoption program for the RE/MAX network of franchise owners and agents, improving engagement metrics by more than 50% in one quarter
- Designed and presented live training sessions in Zoom webinars with hundreds of attendees
- Created a training and sales enablement program from scratch for an AI prospecting tool

Sensera Systems - Training and Support Lead

1/2019 - 10/2020

- Overhauled onboarding processes for solar-powered camera systems and a complex Software-as-a-Service (SaaS) platform leading to 150% customer retention year over year
- Initial customer training plan reduced from three calls to a single half hour session
- Created a library of video tutorials with Camtasia, cutting support requests in half

Earlier Employment

Residential real estate, retail food and beverage industry. Details available upon request.

Redfin - Realtor

10/2017 - 12/2018

Geddes Enterprises - Property Manager

5/2015 - 10/2017

Planomatic Real Estate Photography - Operations Team Manager

4/2014 - 5/2015

Empty Arms Holdings - Rental Marketing Specialist

5/2013 - 4/2014

Coda Coffee Company - Assistant Retail Manager

8/2010 - 4/2013

Education

Colorado State University

Bachelor of Arts (BA) in Communication Studies (Media Studies Concentration)