

Kelli R. Roche

509 Deer Pointe Ct., Fenton, MO 63026 ● kroche912@gmail.com ● (513) 795-9220

Instructional Designer

Training, E-Learning, Instructional Design, Sales, Animal Health

Accomplished professional with unique background in Training & Development, Instructional Design and Sales. A resourceful change-agent who improves processes, develops people and grows business. Experienced in e-learning, instructional design and classroom facilitation. Unique prior background in sales and teaching will prove instrumental when working with all clients. I continually strive to improve and represent my employer well with drive, resilience, honesty and integrity.

PROFESSIONAL EXPERIENCE

University of Cincinnati, Laboratory Animal Medical Services (LAMS); Cincinnati, OH 2016 - 2018

Learning Innovation Specialist

- Consulted with Subject Matter Experts (SMEs) for learner, context and performance analysis
- Designed, developed and implemented several eLearning modules with Articulate Storyline
- Using the ADDIE model, created engaging, authentic course content that improved user compliance
- Facilitated all face-to-face Facility Orientation training for researchers
- Created job aids such as the Facility Orientation training manual, training checklists and training scripts

Petbrosia Customized Pet Food, Cincinnati, OH 2014 - 2015

Veterinary Technical Sales Manager

- Spearheaded development of veterinary channel at startup customized pet food company
- Created veterinary sales materials and managed all aspects of trade show design and execution
- Speaker at Midwest Veterinary Conference; provided continuing education for attendees
- Developed and executed business plan that gained referrals and grew net sales exponentially
- Provided technical support to pet owners regarding pet nutrition and customization
- Grew business 200% in six months by gaining new clients who had repeatable sales

Brown-Mackie College, Cincinnati, OH 2012 –2014

Adjunct Instructor Veterinary Technology

- Facilitated over 24 vet tech classes such as radiology, pharmacology and anatomy & physiology
- Recognized for creative and engaging teaching style and curriculum implementation
- Served on PAC and IACUC committees for college

Merial Animal Health, Brunswick, GA 2004 - 2007

Sr. Sales Representative – Companion Animal Health

- Managed a sales territory of 100 accounts in southeastern GA
- Recognized as one of top 20 of about 120 in region for high sales penetration of new NSAID product
- Polished public speaking skills by facilitating and presenting 50 – 70 staff meetings annually
- Analyzed data, identified opportunities and applied account specific strategies to drive sales
- Increased sales in undeveloped accounts for key product categories such as veterinary pain management, vaccines, parasitacides and dentistry

Hill's Pet Nutrition, Chicago, IL 2000 – 2003

Veterinary Territory Manager promoted to Senior Veterinary Territory Manager

- Success was demonstrated by achieving 100% of sales goal multiple years
- Managed Rate Per Pound funding for "A" and "B" accounts to creatively grow underdeveloped categories
- Presented and facilitated 60 lunch and learn training sessions annually
- Won company Mara Award for being Innovative, Creative and Productive

The Butler Co., Crown Point, IN

Veterinary Territory Manager

1999 - 2000

- Managed N.W. Indiana sales territory for leading veterinary distributor
- Grew sales by \$57,000 in one year for 140 accounts
- Provided value-added services for my accounts such as lunch and learn seminars that included marketing ideas, technical information and practical tips (ie – Heartworm Disease, Dentistry, VetMall)
- Provided high level customer service for accounts in territory

PHARMACIA & UPJOHN ANIMAL HEALTH, INDPLS., IN

1996 - 1999

Sales Representative – Companion Animal Health Specialist

- Finished fifth of 23 sales representatives while covering a three-state territory of 1000 accounts
- Hired and managed student liaisons at veterinary schools to implement student activities
- Teamed with key distributor sales representatives to drive business in key markets
- Presented sales calls and lunch seminars to veterinarians and staff that resulted in selling key products such as antibiotics, steroids, vaccines and analgesics
- Organized continuing education seminars with keynote speakers for veterinarians in territory

SANDOZ AGRO, INC. (VET KEM), DES PLAINES, IL

1994 – 1996

Department Trainer & Teleservices Veterinary Technician

- Spearheaded training program for animal health teleservices team of 30
- Created the first *Sandoz Animal Health Training Manual* for company
- Presented product technical seminars to veterinary technician students nationwide
- Saved animals' lives by assisting customers on emergency phone line
- Training Manager for teleservices representatives

MICHIGAN ROAD ANIMAL HOSPITAL; INDIANAPOLIS, IN

1993 - 1994

Registered Veterinary Technician

- Registered Veterinary Technician for a three-doctor, high-volume small animal practice

EDUCATION**UNIVERSITY OF CINCINNATI, Cincinnati, OH**

Master of Education, Instructional Design (Degree Pending)

December, 2018

Blended Online Learning Technology Graduate Certificate

August, 2017

PURDUE UNIVERSITY, West Lafayette, IN

Bachelor of Science, Agricultural Communications

May, 1991

Associate of Applied Science, Veterinary Technology

December, 1992

CAREER LICENSES: Registered Veterinary Technician

Indiana

TECHNOLOGY PROFICIENCY:

Articulate Storyline, Blackboard, Microsoft Office Suite , Screen casting (Kaltura etc.) Google Docs