

CHRIS BECK

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SUMMARY

With 9+ years of experience in Instructional Design, I am an accomplished professional with top content skills in Branding, Training, Internal Communications & SharePoint. I am seeking an opportunity to showcase these skills and more with a company that embraces uniqueness and creativity

IT CONTENT DEVELOPER

2023 - 2024

BJC HEALTHCARE

Developed internal technical training documents, libraries, graphics, videos, & SharePoint sites for 5+ IT departments servicing over 45,000 unique users across 25+ facilities

- ↓ Re-aligned brand voice and ethos into one SharePoint Hub Site which produced an uptick in 60% site usage in fewer clicks over the previous year.
- ↓ Re-designed all infographics, FAQs, SharePoint pages, graphics, PPT templates, QR Codes & Instructional Videos boosting user engagement by more than 40%
- ↓ Successfully launched companywide product releases such as the Screensaver Program, and Nitro Pro resulting in fewer than 30 Support Tickets

OPERATIONS CONTENT DEVELOPER

2020 - 2023

BDS CONNECTED SOLUTIONS

Collaborated with a diverse portfolio of clients to develop corporate training content for retail execution under a variety of fast-paced projects

- ↓ Created training videos, installation guides, SOPs, & wiring diagrams identifying pitfalls and reducing go-backs by 50%. (All Training Videos were scripted, filmed, voiced over, closed captioned, edited & posted within LMS or SharePoint)
- ↓ Created Midea US SharePoint Hub for current and new hires later adopted by other clients within the company as the set standard
- ↓ Created Interactive Guides combining QR codes, wiring schematics and long-form video resources, all widely adopted by clients as their go-to training for new and current hires
- ↓ Executed Midea self-scheduling portal transfer with <5% error and 2 successful Inventory transitions with <5% shrink

SALES CONTENT DEVELOPER

2015 - 2020

CREATIVE CHANNEL SERVICES

Collaborated with a diverse portfolio of clients while managing 200 in-field direct reports to develop in-field sales training content for retail execution

- ↓ Created SOP training content for in-market use and distribution while holding +90% team execution rate and lowest turnover
- ↓ Recognized as SME for new hire training development, SOP creation, data audits, staffing and scheduling structure, and technical system training

MERCHANDISING CONTENT DEVELOPER

2003 - 2015

BEST BUY

Designed & Executed companywide projects including 100+ New Store Openings and over 200+ Resets/Relos/Closures/Remodels involving multidisciplinary collaboration, map and planogram changes, and remote/in-field management.

- ↓ Created the first physical and virtual Planogram Checklist that is still used by Project Teams everywhere when completing a planogram change within store
- ↓ Identified by corporate as the SME of Signage placement, Map Change/Planogram accuracy, and Visual Merchandising cutting 1 full day off multi-day scopes and saving the company over \$10s in shrink year over year
- ↓ Designed & Built the First "merch room" separate from actual "product" warehouse, First Rendition of the Interactive Gaming Fixture, and First Rendition of "Heet" TV Wall adopted and evolved (over time) across all Best Buys to date

TOP SKILLS

Content Strategy
Retail Strategy
Brand Development
SharePoint Design
Training Videos
Manuals & Guides
Wiring Diagrams
Planogram Design
Document Archiving

SYSTEM SKILLS

Clipchamp,
PowerPoint, CoPilot,
ChatGPT, Canva,
Vyond, Publisher,
SharePoint, Premiere
Pro, InDesign,
Illustrator,
Photoshop, After
Effects, Audition,
Excel, Azure,
PowerBi,
PowerAutomate,
ServiceNow, Autodesk
Design Review,
ProSpace/ProFusion
JDA, Final Cut Pro,
Live Type, Maya 3D,
Tableau, Forms,
Word, ToDo, Lists,
MS QR Code,
Flowcode, Viva, Sway,
Outlook, Teams,
OneNote, OneDrive,
ADP, iCIMS, Cognistix,
Insight Center,
Engage Center LMS,
BBY Learning
Network LMS, LEARN
LMS, Absorb LMS,
LILO, Concur,
Nexonia, RSS, E-
Source, OMS FMS,
Red Prairie