

# DEVIN WHITNEY HOLUB

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## EDUCATION

### University of Denver

Denver CO

June 2018

### Master of Arts,

Communication Management, Learning and Development

### Professional Certificate,

Strategic Innovation and Change Management

### Arizona State University

Tempe, Arizona

### Bachelor of Arts,

English

## LEARNING AND DEVELOPMENT SPECIALIST

### KEY COMPETENCIES

- Training and Development
- Training Needs Assessments
- Learning Management Systems
- Organizational Development
- Program Planning and Evaluation
- Story Line 3 Software
- Instructional Design
- Technical, Soft Skill Instruction
- Microsoft Suite

Analytical, customer-focused Training and Development. Professional with proven ability to successfully research, develop, and deliver learning solutions to diverse populations and drive organizational performance. Strong ability to apply best practices, create, implement, and manage employee development programs through creativity, innovation, excellent writing and presentation skills, computer proficiency, and attention to detail. Project management skills focused on technology, service design, customer service, and aligning training initiatives to business needs increasing participant awareness and job performance.

## PROFESSIONAL EXPERIENCE

### Beacon Light Consulting

Denver, CO

2017 – Present

### Learning and Development Consultant (contract)

Created workshops presented as 1-hour lunch learns for Elevations Credit Union on critical thinking, communication, and personal branding. Designed and facilitated all workshops.

- Earned the highest satisfaction ratings for the firm with the development and facilitation of interactive trainings.
- Workshops were presented multiple times with the same results for companies including: City of Boulder, University of Colorado, Boulder Young Professionals, and Sterling Rice Group (SRG).



## PROFESSIONAL EXPERIENCE (CONT.)

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**SIGNE Women's  
Leadership Consulting**  
San Francisco, CA  
Fall 2017

**Women's Leadership Summit for Levi's and Co. European  
Headquarters, Consultant (contract)**, Brussels, Belgium, 201

- Designed the learning interventions for the 2-day conference and facilitated sessions during the live event.
- 120 participants, 15 countries, representing Levi's European, women employees.
- Participated in the creation of a peer mentorship program following the summit.

**Bottle Shop 33**  
Denver, CO  
2016 - Present

**Learning and Development Consultant**

Designed, wrote curriculum, and facilitated wine tasting and mixology workshops for retail and catering company specializing in curated high-end wines and spirits.

- Implemented client reward and concierge service to build relationship between staff and clients.
- Created, maintained, and optimized content for training and development materials used for promoting both experimental learning and specialty products.
- Identified trends in customer purchasing and partnered distributors for brand-centric trainings.

**Audi Denver**  
Denver, CO  
2011 - 2016

**Learning and Development Manager (2013 - 2016)**

Developed and delivered technical training to clients and team members collaborating with cross functional departments to understand trends with technical issues and provide comprehensive solutions aimed at increasing customer satisfaction.

- Created and directed four new development processes recognized by Audi of America and instituted as nationwide programs: Personal Delivery Concierge, customer-in-wait communication, and best practices follow up for delivered clients.
- Developed, managed and conducted an average of 100 client tutorials per month educating customers about product and creating superior brand experience.
- Achieved record high scores in Customer Satisfaction Index (CSI) in the Rocky Mountain Region after designing and implementing new customer service care standards training program for sales and service staff. Reversed downward trend in scores, which secured an annual payment of \$750,000 from corporate.
- Developed new training modules designed to expedite delivery process, customize consumer information, improve customer service and deliver product knowledge training to staff based on client learning modalities. AUDI went from 3rd in JD Power IQS to # 1 after national program launch.



## PROFESSIONAL EXPERIENCE (CONT.)

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**Audi**  
Colorado Springs  
and Denver, CO  
2011 – 2013

### **Audi Brand Specialist**

Managed projects and initiatives aimed at increasing brand awareness, sales, and customer satisfaction. Collaborated with third party vendors to create effective training programs, develop cross-promotional opportunities, and manage events.

- Designed and implemented training through partnerships with vendors including AT&T, Spyder Athletic wear, and Bang&Olufsen; a sharing of best practices in key areas between partners and Audi.
- Recognized by attendees as favorite guest speaker at AT&T's annual leadership development event. Lecture highlighted AT&T's partnership with AUDI with an emphasis on facilitating goals through diversification and emerging technologies.
- Retention of new hires increased by 78% after partnering with HR Director to institute new hire training program including writing and developing materials interfacing with manufacture's e-learning modules.
- Won Western Region Product Knowledge Competition 2012 and 2013, and "The Audi Innovator" Award in 2013 for contributions to the brand.

**Social Media Marketing**  
**Be-Scene**  
Denver, CO  
2013 – 2015

### **Marketing Consultant**

Consultant for social media, training, consulting and management company educating small businesses on value of social media and utilizing marketing tools such as Facebook, Twitter, LinkedIn, YouTube, Pinterest, Houzz, Snapchat, custom blogs, reputation management, education, training and development.

- Developed promotional strategies that strengthened customer-product and service relationships.
- Created comprehensive surveys that anticipated client and manufacture future needs and delivery as demand evolved.

## COMMUNITY INVOLVEMENT

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**Reading Partners**  
**Development Board Member**  
Denver, CO  
2015 – Present

Organize 2 fundraising events annually - Raised \$90k in 2016 and exceeded goals in 2017 by 30%.

**Literacy Coach for**  
**Reading Partners**  
2011 - Present

Garden State Academy (1st-3rd Grade) - Year long commitment tutoring 3 high-risk students weekly to successfully achieve grade level reading proficiency.



**No Kid Hungry**  
Denver, CO  
2013-Present

Volunteer Chef and Service Coordinator for the Cooking Matters Gala