

# Samuel L Rogers

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*"I highly recommend Sam in not just doing what he was hired to do, but in taking a problem solving attitude, performing under tight deadlines, and really thinking big."*

*Julio Herrera  
Global Training Manager, YouTube*

## SKILLS

### Communication

- Proven writing, editing, project management, and production skills at critical deadline pace
- Crafts strategically simple explanations for complex concepts, workflows, & processes
- Strong liaison/translator between different departments and levels of business hierarchy
- Served as Expert Witness for case involving use of YouTube's Content ID system (settled promptly after presentation of Expert Report)

### Instructional Design

- Engaging presenter/trainer/facilitator/coach in both live and virtual contexts
- Over 15 years of proven experience as a Senior Instructional Designer (online/virtual/ILT/blended), eLearning Developer, and Learning Strategy Consultant
- Implemented/integrated dozens of learning systems (LMSs: Cornerstone, Moodle, Litmos, SumTotal, Saba; VCs: WebEx, Centra, HP; CMSs: Sharepoint, Joomla, Wordpress; etc.)

### Technical

- World-class experience in every element of video production & music production
- Fluent in modern analytics, reporting, and the YouTube platform (including Content ID)
- Extremely computer savvy, skilled at learning tools/processes quickly
- Comfortable coding in many common internet languages and operating systems

## PROFESSIONAL HISTORY

2008-current: *President & Principal Consultant* of **Snap Synapse LLC**

2018: **Sunrun, AgCredit Bank**

2017: **Protiviti, Clear Mind Publishing**

2016: **IMS Expert Services, Common Craft / Explainer Academy**

2015: **Robert Half International, Tiny Lion**

2014: **YouTube / Google**

2013: **AAA Club, Big Heart Pet Brands, StrongLoop**

2012: **Deloitte, John Muir Health**

2011: **Del Monte Foods, The Wiseman Group**

2010: **Interthinx / NIA, AAA Insurance Exchange**

2009: **Silicon Valley Bank**

2008: **AAA of Northern California, Nevada, & Utah**

2001-2007: *eLearning Developer* for **GreenPoint Mortgage, Northfork Bank, CapitalOne**

2000-2001: *Production Director* for **Remal Music Group / Companion Arts**

## SPEAKING

Frequent Speaker, Presenter, and Trainer at international conferences and regional/chapter events for the **Association for Talent Development (ATD, formerly ASTD), The eLearning Guild, Training Magazine**, and other Learning & Development community organizations. Also an in-demand provider of webinars, livestreams, video interviews, and podcasts.

## EDUCATION

B.A. Communications Studies – Sonoma State University, Rohnert Park, California

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A/B testing	Dropbox	LibSyn	smart contracts
Acappella	Drupal	Litmos LMS	social leadership
Ableton Live	eBooks	MacOS	social media
acting	eCommerce	marketing	songwriting
acupressure	eLearning	marketing campaign management	sound design
administrative support	email automation	mastermind groups	spokesperson
Adobe Acrobat Pro	emcee / host	media liaison	stage performance
Adobe Audition	evaluations	media relations	statistical analysis
Adobe Captivate	experience API (xAPI)	mediation	SumTotal LMS
Adobe Connect	expert witness	metalearning	survey design
Adobe Dreamweaver	explainer videos	Mevo	systems design
Adobe Fireworks	explanation	Microsoft Access	systems implementation
Adobe Flash	Facebook	Microsoft Excel	TaKeTiNa
Adobe Photoshop	Facebook Ads	Microsoft Outlook	teaching
Adobe Premiere	Facebook Live	Microsoft Powerpoint	team building
AICC	facilitation	Microsoft Project	tech support
AJAX	FileMaker Pro	Microsoft SharePoint	Techsmith Camtasia
alternative media	film production	Microsoft Skype	Techsmith Snagit
Amazon Advantage	Final Cut Pro	Microsoft Visio	television production
Android	fundraising	Microsoft Word	test writing
Articulate Storyline	GarageBand	mobile development	testing
Articulate Studio	Getting Things Done (GTD)	mobile video production	TextEdit
ASP	Google Adwords	Moodle LMS	theatrical production
assessment design	Google Analytics	music album production	TinCan / xAPI
Audacity	Google Chrome	music industry	train-the-trainer
audiobooks	Google Docs	MYOB	training
audio engineering	Google Drive	MySQL	training evaluation
audio production	Google Sheets	NASBA CPE	training management
Avid ProTools	GoPro	office management	travel hacking
beatboxing	GoToMeeting	OmniFocus	Trivantis Lectora
Bit.ly	graphic design	OmniGraffle	Twitter
blended learning	greenscreen	OmniOutliner	URL shortening/shortlinks
blockchain	HTML	one mouth band	usability
blogging	immersive learning	online courses	user experience design (UX)
bluescreen	iBooks	online learning	user interface design (UI)
branding	iMovie	online marketing	video learning
business development	improvisation	online video	video optimization
certification programs	IndieGoGo	outsourcing	video production
channel marketing	Instagram	Outstart SoftSim	video streaming
chromakey	instructional design	performance improvement	Vimeo On Demand (VOD)
CircleSong	Intuit Mint	permission marketing	Vimeo stats / analytics
cloud computing	Intuit Quickbooks	PGP encryption	virtual courses
coaching	Intuit Quicken	PHP	virtual classroom (VC)
commercial music production	iOS	podcasting	VMware Fusion
community organizing	iTunes	Powerpoint	vocal percussion
consulting	JavaScript	Print Production	voice
Content ID (CID)	Joomla	process improvement	voiceover (VO)
content management systems	JSP	producing	web development
(CMS)	Keynote	productivity	web hosting
copywriting	keynote speaking	production management	WebEx
Cornerstone OnDemand	Kickstarter	project management	webRTC
corporate training	Kindle publishing	public relations	webinars
Crowdcast	Kirkpatrick	public speaking	website design
crowdfunding	lead generation	puppetry	website management
crowdsourcing	learning & development	report design	Windows OS
cryptocurrency	learning analytics	research	Wirecast
CSS	learning architecture	resumes	Wordpress
customer support	learning content management	revenue streams	Workday
custom reporting	systems (LCMS)	rhythm	workforce learning
data migration	learning experience design (LX)	royalties	workshop design
data mining	learning management systems	Saba Centra	writing
data visualization	(LMS)	Saba LMS	XML
database management	learning record store (LRS)	Salesforce	xAPI
Davinci Resolve	learning strategy	SCORM	xAPI video
digital learning	lifestyle design	Screenflow	YouTube
Digital Learning Asset Framework	LinkedIn	scriptwriting	YouTube Analytics
digital rights management (DRM)	Linux OS	Scrivener	YouTube ContentID
directing	LiveMeeting	search engine optimization	YouTube Live
DiSSS	livestreaming	Slack	YouTube MCNs
domain management	logistics coordination	SlingStudio	Zoom.us