



Getting a job in Instructional Design: Trends & Tips



Stephanie Barry



1. Know what
you want



1. Know what you want: Job titles



- Instructional Designer (ID), LXD
- eLearning Developer
- Educational Technology Specialist
- Program Manager
- Director
- Vice Provost

2. Do informational interviews



Contract vs Full-time (FTE)

Contract

- Higher pay, less benefits

Full-time Employee

- Lower base pay, higher benefits

Pro-Tip: **Double the hourly wage** to calculate the *approximate* annual base salary.

\$50 per hour = \$100,000 per year

3. Use LinkedIn



3. Use LinkedIn:

Apply through
referrals
(when possible)



3. Use LinkedIn: Reply to recruiters



Urgent Opening

Below are the job requirements from the client. Please review the JD. If you are interested, send an updated resume and your phone number so that we can discuss.

Job Title: Program Manager

Job Location: Remote

Job Duration: 6-12 months

Job Description (JD)

3. Use LinkedIn: Decipher Job Descriptions

- Education = K-12, CC, University
- New Hire **Onboarding** = Orientation
- **Enablement** = Sales Training
- **Talent** Development = Employee Training
- Stakeholders = The teacher / facilitator, or manager

4. Have an ATS-friendly resume

- Applicant Tracking System (ATS) - “scannable” by a computer

X NO - Remove pic, make 1 column

✓ YES - 1 column

RICHARD SANCHEZ
Product Designer

About Me

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum sit amet quam rhoncus, egestas dui eget, malesuada justo. Ut aliquam augue.

+123-456-7890
hello@reallygreatsize.com
123 Anywhere St., Any City

EXPERIENCE

Studio Showde
Canberra - Australia
2020 - 2022

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum sit amet quam rhoncus, egestas dui eget, malesuada justo. Ut aliquam augue.

Eisetown Cor.
Kota Baru - Singapore
2016 - 2020

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum sit amet quam rhoncus, egestas dui eget, malesuada justo. Ut aliquam augue.

Studio Showde
sydney - Australia
2010 - 2015

LANGUAGE

- English

DENVER DAHL
Account Manager

+1 555 555 5555
San Francisco, CA

denver.dahl@example.com
linkedin.com/denver-dahl

EXPERIENCE

Key Account Manager
Lauzon

2016 - Ongoing San Francisco, CA

Lauzon is a leading worldwide manufacturer, designer, and supplier of bearings, linear motion products, precision bearings, spindles, seals, and services. Responsible for business development with Key Accounts with main focus in ENERGY, POWER UTILITIES and HEAVY industries.

- Achieved 12% growth in the account's revenue and 7% profitability improvement.
- Generated \$2,000,000+ new revenue by signing 10 new accounts.
- Presented to over 600 delegates in Europe for facilitating new insurance tracking process.
- Established a Cloud Team and increased Cloud Business profit 8X.

Senior Account Manager
Koepp Inc

2014 - 2016 San Francisco, CA

Koepp Inc is Google Street View certified agency.

- Managed Search, Shopping & Display ads for major brands with total monthly ad spend of around \$150,000/month.
- Managed the largest key account generating \$17,500,000 annually.
- Worked with the BSO team for 6 months as being the sole responsible for their online marketing campaigns.

Account Manager Infrastructure & Application Development
Drouin S.A.R.L.

2012 - 2014 San Francisco, CA

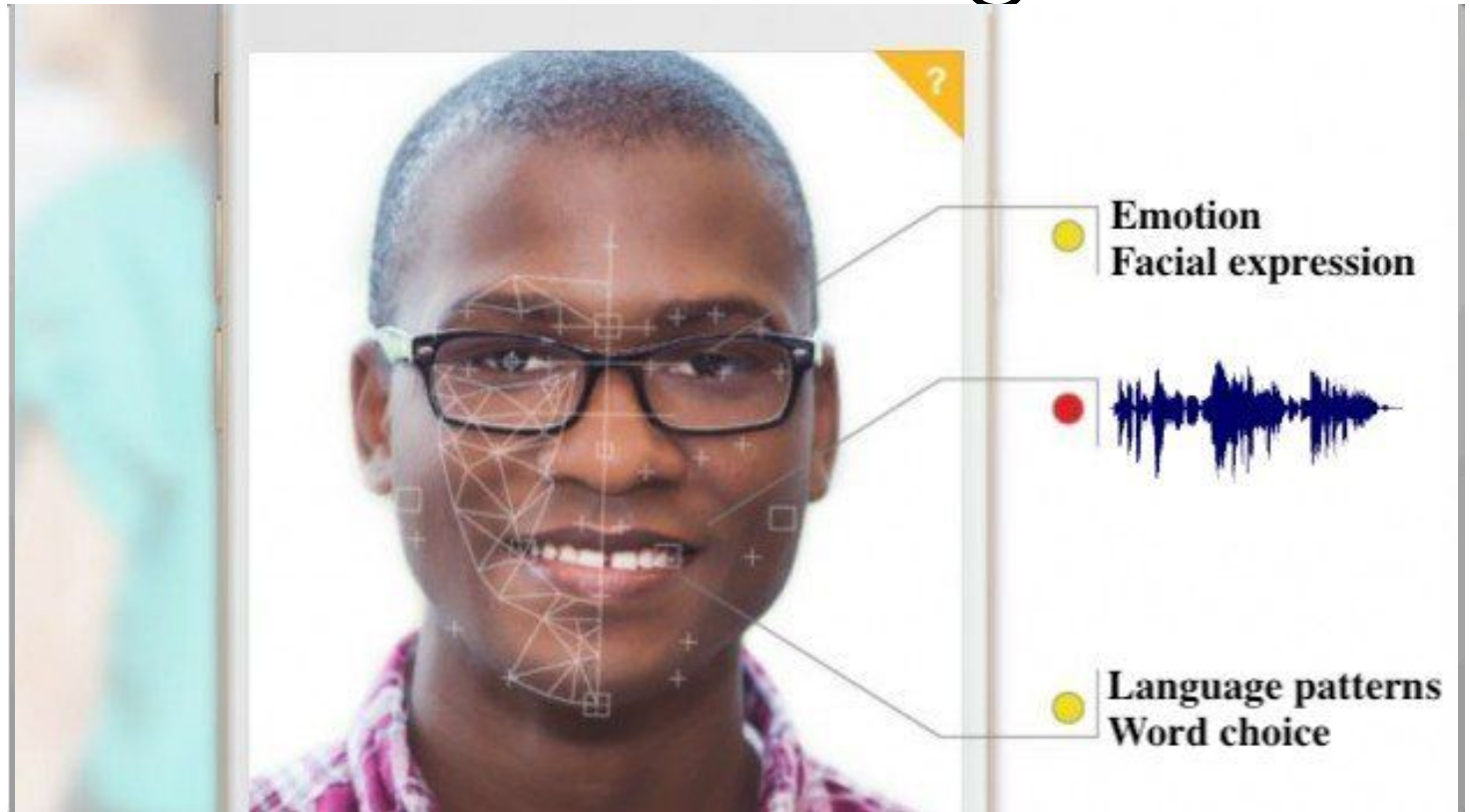
- Pioneered sales of Fixed+mobile services in Spain in 2012.
- Achieved 126% Revenue Attainment in H2 (Jan-Jun 2015).
- Increased a French fashion brand PPC revenue by 90% YoY, mainly with the help of our shopping campaigns.
- Achieved to reach a level of satisfaction of 9+ over 10 with the usage of Oracle Support for one top account.

EDUCATION

Master of Marketing Management [MMM]
La Trobe University

5. Practice Interviewing

- STAR
- Salary



5. Practice Interviewing


- STAR
- Salary

Question 1 of 4

Some of the things our Customer Service Representatives are passionate about are: putting the customer first, respect, and communication and collaboration. Tell us what you're passionate about and how that makes you a good fit for this role.

Video Response 🔄 unlimited retries | 🕒 minutes: 3

Response time 2:36 Done Answering



🔊 Progress bar

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6. Stay Organized and Say Thank you

Job Search / Info Interview Tracker
(for you!)

[www.tinyurl.com/
job-search-tracker](http://www.tinyurl.com/job-search-tracker)



Tips

1. Know what you want
2. Do informational interviews
3. Use LinkedIn: Referrals and Recruiters
4. Have a good, ATS-friendly resume
5. Practice Interviewing
 - a. STAR
 - b. Salary
6. Stay organized and say thank you