

FRANK JOLLY

CUSTOMER EDUCATION & ENABLEMENT LEADER

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PROFESSIONAL SUMMARY

Customer education and enablement leader with 19+ years of experience building learning programs for complex enterprise software. Creates scalable certification, e-learning, virtual, and instructor-led programs that help customers, partners, and internal teams adopt SaaS, supply chain, and master data management platforms. Experienced in program strategy, curriculum development, LMS implementation, learning analytics, executive reporting, and AI-assisted development.

CORE EXPERTISE

Customer Education Customer Enablement Learning Strategy Certification Programs SaaS Training
Instructional Design Curriculum Roadmaps LMS Implementation & Administration Learning Analytics
Virtual & On-Site Training Articulate 360 Docebo Camtasia Synthesia ElevenLabs Generative AI

PROFESSIONAL EXPERIENCE

Educational Services Lead

JULY 2022 - PRESENT

Deposco — Alpharetta, GA

- Built Deposco University from the ground up as the company's first customer and partner education program and remain the sole owner of its strategy, curriculum, platform, and day-to-day operation.
- Grew the program to 1,475 registered users across 200+ companies, with 1,260 successfully completed certifications; the user base doubled annually during each of the program's first three years.
- Created all 15 certification courses and their assessments, producing 3–4 new courses annually and owning the full development lifecycle from needs analysis and SME consultation through design, development, publishing, and maintenance.
- Led a cross-functional LMS selection effort with HR, Sales, Alliances, and DevOps, selected Docebo, and owned implementation and configuration including branches, user groups, import templates, catalog architecture, and learner-facing pages.
- Own the curriculum roadmap, prioritizing stakeholder requests, learner feedback, product changes, business need, and available resources; evaluate new products and workflows to determine training requirements.
- Use participation data, certification results, and learner feedback to guide improvements; training averages 4.2/5 and 88% of 583 surveyed learners said they would recommend it to colleagues.
- Partner with Professional Services and other stakeholders to improve implementation readiness; consultants consistently report spending less time teaching fundamentals and more time on implementation-specific and technical work.
- Deliver monthly live webinars averaging about 20 attendees, customized customer training, and on-site programs, including a 30-person session for a major 3PL; also created a proprietary-workflow e-learning program used by about 60 learners at another 3PL.
- Periodically present adoption metrics, certification results, learner feedback, course development, and future strategy to VP and C-suite leadership, and have presented Deposco University progress at three company-wide meetings.
- Use Articulate 360, Camtasia, Synthesia, ElevenLabs, and generative AI to develop courses, videos, demonstrations, and assessments while maintaining a consistent learner experience.

Senior Training Consultant

MAY 2013 – JULY 2022

Stibo Systems – Atlanta, GA

- Helped build the customer and partner education program from the ground up and developed 10 courses within a 30+ course catalog.
- Owned instructional design for assigned courses: established learning objectives with SMEs, developed and revised courseware, managed SME review, and created certification questions and assessments.
- Designed each course for multiple delivery modes, including self-paced e-learning, virtual instructor-led training, and on-site instruction.
- Led course-development workshops with teams of subject-matter experts to capture product knowledge, structure curriculum, and build shared ownership.
- Delivered approximately one 3–4 day instructor-led customer or partner class each month across the U.S. and internationally in the UK, Denmark, and Colombia.

Consultant, Educational Services

FEBRUARY 2011 – MARCH 2013

Manhattan Associates – Atlanta, GA

- Designed and delivered customized training programs for major enterprise clients, incorporating each customer's proprietary warehouse workflows, data, and implementation needs.
- Used process-capture technology to turn client workflows into videos, simulations, documentation, and digital learning materials.
- Led train-the-trainer programs and taught client teams to use the content-development tool so they could maintain and update training after implementation.
- Supported implementations and client presentations by translating complex supply chain processes into practical, role-based learning experiences.

Training Specialist

FEBRUARY 2007 – FEBRUARY 2011

RIB (formerly Building Systems Design, Inc.) – Atlanta, GA

- Delivered instructor-led architectural specification software training roughly every other week in major cities across the U.S., typically to about 20 architects and engineers per course.
- Delivered accredited continuing-education coursework that architects and engineers could apply toward professional education requirements.
- Represented training and software solutions at industry events and provided technical support during customer implementations.

EDUCATION

Bachelor of Business Administration in Marketing – Georgia State University

DECEMBER 2006