


LAITH SALAMA

E-Learning Coordinator and Developer

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York, UK

FIND ME ONLINE


 Portfolio
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 LinkedIn
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CLIENT LIST

M&S · Flutter · Ford · Belron Intl ·
Vodafone · UNICEF · PwC ·
Lloyds Banking Group · HSBC · BBC ·
Tesco · Roche · Council of Europe ·
NHS · Southern Health ·
Sadara/Aramco


STRENGTHS


 **E-Learning Expertise**
Experienced in designing, developing, and delivering e-learning content for global enterprises.

 **Technical Proficiency**
Highly skilled in e-learning authoring tools including Storyline, Captivate, and Adobe Creative Suite.

 **Client Relationship Management**
Successfully managed relationships with blue-chip clients including PwC, BBC, NHS, and others.

AWARDS

 "Excellence in the production of learning content – private sector" e-learning awards – Fach Trottel – PwC & Atticmedia

 Interactive Media Awards for Marks & Spencer and Atticmedia – The M&S Way

SUMMARY

Award-winning e-learning coordinator with 15+ years experience, specialising in Storyline.

Extensive blue-chip client list. Designed and developed 100s of courses for both large and small enterprises, delivering e-learning content to over 500,000 learners.

Expertise in the end-to-end e-learning production process including design, script writing, development and delivery.

Highly technically skilled in e-learning authoring tools, including Storyline, Captivate, Adobe Creative Suite, Figma, Sketch, Synthesia, Camtasia, Vyond, SCORM and others.

Passion for gamification and UX/UI design to drive user engagement.

Strong experience of various e-learning delivery methods, including gamification, branching narratives and bitesize courses.

- Successful delivery of e-learning courses to a major client list including PwC, Roche, BBC, NHS, Tesco, M&S, Ford, Flutter, Vodafone and UNICEF and many others. Developed courses across a range of subjects from Risk to Health to Human Rights.
- Specialised in development of immersive gamification of e-learning courses, logic based branching narratives and very technical interactive games.
- Winner of 3 industry awards for courses. See details on the left.
- Knowledge and experience of following software / languages: Storyline, Captivate, Lectora, Camtasia, Synthesia, Vyond, Adapt Framework, Photoshop, Microsoft Office Suite, GitHub, Figma, PowerPoint, HTML/CSS, WordPress, SCORM, Javascript, and others.

EXPERIENCE

Senior Instructional Designer 01/2025 - Present
Belron® Remote/Egham

Parent company of Autoglass brands across the globe, including Autoglass in the UK, Safelite in the USA and O'Briens in Oceania.

- Sole Instructional Designer for the global brand based in Head Office.
- Creating, curating and translating content for 14 Corporate Business Units and 20,000 technicians.
- Travelled extensively across Europe meeting Training Managers, filming training material and running local training seminars and workshops to deliver content or propose new projects.
- Remit that was given was to standardise the global training programme for all 20,000 technicians under the Belron umbrella, as well as all new starters (4k technicians per annum).
- Translation using AI tools, such as Synthesia, Storyline 360s AI functions, DeepL, Claude, Co-Pilot et al.
- Key figure in reworking the Onboarding Training Programme/Curriculum for new Technicians. This includes introducing Mentors across all Business Units, and a defined globally-standardised Training Path.
- Liaising with Training Managers within 14 Business Units in a variety of time zones, ensuring training requirements are being met, implemented correctly and updated as per new information.
- Ensuring all content is localised, with appropriate local customs adhered to whilst maintaining a global standardised approach to training.
- Workshopped, designed, developed and implemented two major mandatory training pieces around the Belron Way of Fitting/Repair. Rolled out globally to 20k technicians, setting a global standard for fitting and repairs within all the Belron business units.

AWARDS

- 🏆 Brandon Hall Group Excellence in Learning Awards. PwC and Atticmedia - Spotting Opportunities

LANGUAGES

English	Native	●●●●●
Arabic	Fluent	●●●●●

EXPERIENCE

Training Coordinator - Contract 05/2024 - 12/2024

Flutter Entertainment

Remote

Part of a team delivering end-to-end training packages for new starters. Aimed primarily at an expansion into the Indian Market.

- End-to-end training management, from establishing requirements from SMEs, to designing and developing materials, to delivering training sessions.
- Over 100 items of training produced in a variety of software and methods of delivery.
- A wide variety of content types from processes, to regulatory training and software/system packages.
- Onboarding curriculum designed for 6 separate brand-new roles and implemented successfully.

Instructional Designer - Contract 04/2023 - 05/2024

Ford Motor Company

Remote

Sole instructional designer for 2 departments at Ford. Lead end-to-end delivery of training programs across Europe and North America.

- Oversaw learning delivery for 5 corporate training programs, including curriculum design, constructing content (Storyline & other authoring tools), managing releases and LMS's, and providing post-release reporting to management.
- Designed, constructed, authored and developed a Salesforce training course consisting of 8 modules and over 25 units using a native LMS authoring tool (TrailHead)
- Delivered sales training to over 1,000 sales staff across EU and North America.
- Produced a comprehensive hybrid-approach starter curriculum, fostering a seamless onboarding experience including engaging training content tailored for 500+ new sales starters annually.
- Led management and releases of training content across 3 different platforms (TrailHead, Salesforce, WorkRamp), with over 200 pieces of content and 2,000+ active users.
- Created a Training Resource Library, encompassing 150+ reference materials for staff use.
- Courses created and reporting data returned:
- **DC charger course** - 84% completion - average score 91% (212 users)
- **RFID course** - 89% completion - average score 97% (212 users)
- **Einstein Activity Catcher** - 92% completion - average score 95% (212 users)
- **Chargepoint course** - 96% completion - average score 93% (212 users)
- **TrailHead Salesforce training** - 76% completion - average score 92% (1100+ users)

Digital Designer - Contract 07/2022 - 02/2023

Lloyds Banking Group

Remote

Single-handedly designed and delivered courses on Credit Risk and Sustainability to 25,000 colleagues.

- Completed end-to-end delivery of courses including storyboarding, wireframing, technical development, QA and through to delivery.
- Liaised with internal stakeholders to ensure all requirements, key learning points and department objectives met.

EXPERIENCE

Senior E-Learning Coordinator / Developer 12/2012 - 07/2022

[atticmedia](#)

London

Technical lead in the successful delivery of over 100 courses for an e-learning media agency. Successfully authored and developed learning for over 500,000 learners.

- Subject matter expert in Articulate Storyline 1, 2, 3, 360 and Rise, and Adobe Captivate.
- Lead e-learning developer at the company. Primary roles included storyboarding, wireframing and technical development.
- Fully embedded in the production and client management process from design, script writing, client liaison, development and delivery.
- Successful delivery of e-learning courses to a major client list including PwC, Roche, BBC, NHS, Tesco, M&S, Vodafone and UNICEF, and many others. Developed courses across a range of subjects from Risk to Health to Human Rights.
- Specialised in development of immersive gamification of e-learning courses, logic based branching narratives and very technical interactive games.
- Won 3 industry awards for courses. See details on the left.
- Knowledge and experience of following software / languages: Storyline, Captivate, Lectora, Camtasia, Vyond, Adapt Framework, Photoshop, Microsoft Office Suite, GitHub, Figma, PowerPoint, HTML/CSS, WordPress, SCORM, Javascript, and others.
- Extensive experience of LMS management systems including Moodle, Totara, Cornerstone and others.
- Delivered e-learning modules across numerous formats including browser based, bespoke iPad apps, and phone.
- Extensive multimedia skills including Audio and Video editing for in lesson use.
- Liaised extensively with Middle East office, co-ordinating Middle East employees during projects and representing non-English speaking staff during discussions and project meetings.

Quality Assurance Tester

12/2012 - 12/2013

[atticmedia](#)

London

QA tester on a wide-range of projects, including bespoke iPhone/iPad apps, immersive gaming e-learning courses and online SAAS platforms

- Ensured issues are recorded, reported and tracked for resolution.
- Developed and executed automated testing scripts using Cucumber and Gherkin.
- Designed manual tests, constructed test scripts and ran manual tests to minimise issues both pre and post deployment.

Resolutions Learning Manager

07/2007 - 12/2012

[Halifax Bank of Scotland](#)

Leeds

Managed LMS systems, internal IT systems, internal and public facing Social Media platforms

- Active management of LMS system, including handling course distribution, SCORM packages, page management and general admin.
- Ensured courses delivered and completed by internal team users.
- Managed company's Social Media accounts.
- Management of Customer Relations Forums as moderator.

EDUCATION

International Tourism Management

06/2007

[Leeds Metropolitan University](#)