

Soojin Castillo

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SUMMARY

Senior **customer education** and **instructional design** leader with 8 years of **B2B SaaS** experience building scalable academies for **Enterprise** and **SMB** customers. Leads strategy, roadmap planning, curriculum architecture, learning standards, and measurable program outcomes as a senior individual contributor. Designed administrator certifications with competency models, assessments, passing criteria, digital badging, renewal paths, study guides, and practice exams. Uses Skilljar, Docebo, Arcade, Snowflake, Claude Design, AI assisted authoring, adaptive learning, and customer education analytics to improve proficiency and product adoption. Connects Product, Customer Success, Marketing, Support, Community, and digital customer success programs around consistent learning journeys. Experience includes GRC, security compliance, SOC 2, ISO 27001, TPRM, customer health, GRR, and NRR reporting. Ready to bring practical education leadership and data informed program design to a growing SaaS organization.

EXPERIENCE

Senior Customer Education Strategist

July 2023 - Present

BrightPath Governance Software

Austin, TX

Owns security compliance SaaS education strategy across academy architecture, customer segments, certification, AI assisted production, analytics, and cross functional release alignment. Influences senior stakeholders without initial people management responsibility while connecting engagement data with customer health and retention outcomes.

- Owned academy roadmap for **GRC** products, creating role based paths that supported Enterprise and SMB adoption.
- Designed **administrator certification** with competency domains, exams, badging, renewal rules, study guides, and **practice assessments**.
- Built **Claude Design** and **Arcade** workflows, increasing course production capacity without routine engineering dependency.
- Connected Skilljar engagement with Snowflake data, linking completion, proficiency, certification, health, and retention signals.
- Created distinct Enterprise and SMB journeys, balancing depth for complex teams with faster onboarding for lean customers.
- Aligned Product, **Customer Success**, Marketing, Support, Community, and digital programs around releases and consistent learning experiences.

Customer Education Program Manager

March 2020 - June 2023

Northlake Cloud Assurance

Chicago, IL

Matured a **customer academy** for security and governance users by expanding product, compliance, administrator, onboarding, community, and measurement programs across Enterprise and SMB segments.

- Matured a small onboarding library into structured product, compliance, and administrator learning paths.
- Administered Docebo courses with interactive exercises, short videos, knowledge checks, and **adult learning** methods.
- Created Enterprise and **SMB** onboarding experiences that balanced governance depth with faster time to value.
- Defined enrollment, completion, assessment, proficiency, and adoption KPIs, using evidence to prioritize learning gaps.
- Partnered with **product** managers before releases, translating changes into launch ready courses and demonstrations.
- Built expert sessions and **peer learning** cohorts that connected self paced education with **community** support.

Instructional Designer, Customer Learning

August 2018 - February 2020

CedarBridge SaaS

Denver, CO

Designed customer facing SaaS learning from discovery through evaluation, translating product workflows and support patterns into practical courses, reusable assets, and measurable skill transfer.

- Designed SaaS courses from discovery through evaluation, translating workflows into objectives, practice, and assessments.
- Created video, **interactive**, written, and **assessment** content for administrators and end users.
- Maintained **LMS** structures and learner records while testing releases across browsers, roles, and customer scenarios.
- Used **completion**, quiz performance, support themes, and learner feedback to revise confusing content.
- Mapped onboarding questions into self service education with **Customer Success** and Support for consistent proficiency.
- Piloted rapid **authoring** templates that shortened production cycles while preserving review standards and instructional consistency.

PROJECTS

Customer Academy Analytics Model 📅 2024

Connected Skilljar engagement with Snowflake customer data to surface completion, proficiency, certification, customer health, and retention signals for quarterly reporting.

Administrator Certification Program 📅 2023

Created a complete credentialing experience with competency domains, exam structure, passing criteria, badging, renewal, study guides, and practice assessments.

LEADERSHIP & AWARDS

- Recognized by senior stakeholders for connecting academy engagement with customer health and retention reporting.
- Selected to lead cross functional certification design across Product, Customer Success, Marketing, Support, and Community.
- Earned internal recognition for expanding AI assisted content production while preserving instructional quality.

EDUCATION

Master of Education in Learning Design and Technology
University of Colorado Denver GPA: 4.0
Coursework: Adult learning, instructional design, curriculum architecture, learning analytics

2018
Denver, CO

Bachelor of Arts in Communication
Colorado State University GPA: 4.0
Coursework: Organizational communication, digital media, research methods, professional writing

2016
Fort Collins, CO

CERTIFICATIONS

- Association for Talent Development Instructional Design Certificate 📅 2024
- Skilljar Certified Professional 📅 2023

TECHNICAL SKILLS

- **Learning Management Systems:** Skilljar, Docebo, Gainsight Academy, Thought Industries
- **AI Authoring Tools:** Claude Design, Arcade, AI assisted authoring, personalization
- **Data and Analytics:** Snowflake, Hook.co, customer health, retention analysis
- **Certification Systems:** Competency models, exams, digital badging, renewal programs
- **Learning Modalities:** Video, interactive learning, written content, assessments
- **Customer Segmentation:** Enterprise learning, SMB learning, role based paths, adaptive learning
- **Security Frameworks:** GRC, SOC 2, ISO 27001, security compliance
- **Product Education:** Release readiness, product demonstrations, in app guidance, automated playbooks
- **Customer Engagement:** Customer Success, Marketing, Support, Community
- **Performance Metrics:** Completion, pass rates, time to proficiency, GRR, NRR

SKILLS

- Customer Education Strategy
 - Instructional Design
 - Adult Learning
 - Curriculum Architecture
- Certification Programs
 - Enterprise Learning
 - SMB Learning
 - LMS Administration
- AI Assisted Authoring
 - Adaptive Learning
 - Education KPIs
 - Customer Health
- GRC
 - Security Compliance
 - Cross Functional Collaboration

PROFESSIONAL AFFILIATIONS

- Association for Talent Development, instructional design community member.
- Customer Education Professionals community participant, focused on SaaS academies and credentialing.

LANGUAGES

- English (Native)
- Spanish (Proficient)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST