

# Michael Madill, M.Sc.Ed., BBA

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## SUMMARY

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Learning and Development consultant with 10+ years of experience in instructional design, eLearning development, LMS implementation, blended learning, virtual instructor-led training, and performance-focused learning strategy across corporate, academic, and fast-growth environments. Proven ability to design scalable learning solutions that improve engagement, knowledge transfer, onboarding, compliance, and overall business performance.

## EDUCATION

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### Medaille College

*Master of Science in Education (M.Sc.Ed.)*

*New York, USA, 2011*

### Brock University

*Bachelor of Business Administration (BBA)*

*St. Catharines, Canada, 2003*

## WORK EXPERIENCE

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### Aspen Learning Services

*Founder and Chief Learning Architect, [www.aspenlearning.ca](http://www.aspenlearning.ca) and [www.moodle.aspenlms.com](http://www.moodle.aspenlms.com)*

**June 2019 - Present**

Contract Instructional Design | LMS Migration | Learning Strategy & Analytics

*Calgary, Canada*

Aspen Learning Services is a learning and development consultancy specializing in instructional design, eLearning, LMS implementation, and custom training solutions that create scalable, engaging, and measurable learning experiences.

- Consulted with clients across corporate and education environments to design and deliver competency-based learning solutions for 2,500+ learners.
- Developed and facilitated 50+ workshops for educators, trainers, and business teams, improving instructional effectiveness by 40% based on participant feedback.
- Led LMS implementation and migration projects that streamlined training delivery, improved learner access, and enabled more scalable reporting and administration.
- Conducted needs analysis and developed assessment strategies aligned with organizational goals, industry standards, and performance outcomes.
- Produced custom digital learning assets, including SCORM-based courses, microlearning modules, and interactive training content tailored to diverse client requirements.
- Increased digital literacy adoption by 50% while helping clients modernize curriculum development and improve training effectiveness.

### Mini Mall Storage Properties

*Training Manager and Learning Experience Lead, People and Culture*

**November 2022 - October 2025**

Corporate Training | Learning & Development | LMS Administration

*Calgary, Canada*

Mini Mall Storage Properties is a North American self-storage company that acquires, operates, and modernizes storage facilities with a focus on customer convenience, security, and technology-enabled service.

- Led the design and rollout of scalable LMS-enabled learning solutions for 400+ employees, supporting onboarding, operational excellence, compliance, and frontline performance.
- Designed and delivered safety and compliance training for 1,000+ employees across multiple locations, including OH&S, WHMIS, and emergency procedures, contributing to a 20% reduction in safety incidents.
- Developed 150+ digital learning assets, including eLearning modules, videos, user guides, and performance support materials that simplified complex systems and workflows.
- Conducted needs analysis and learner assessments to identify capability gaps, align training priorities, and recommend targeted learning solutions.
- Managed LMS-supported training delivery and content organization to improve learning access, consistency, and scalability across distributed teams.
- Increased training completion rates from 60% to 90% and reduced onboarding time by 30% through stronger learning design, training processes, and system adoption.

## **Avenue Living Asset Management**

**December 2019 - November 2022**

*Lead Facilitator and Learning Experience Specialist, Organizational Effectiveness*  
LMS Implementation | Operational Training | Leadership Development

*Calgary, Canada*

Avenue Living Asset Management is a vertically integrated real estate owner and operator that acquires, repositions, and manages residential, self-storage, farmland, and commercial assets across Canada and the United States.

- Promoted from Lead Facilitator to Training Manager at Mini Mall Storage Properties.
- Designed and delivered safety, compliance, and operational training for OH&S, IT, and field teams, helping reduce safety incidents by 15% while supporting regulatory compliance.
- Created and launched a high-demand Residential Portfolio Manager development program focused on leadership capability, operational readiness, and role-specific performance.
- Delivered systems and business process training to support the rollout and adoption of 15+ new technologies across the organization.
- Conducted needs analysis and collaborated with leaders to identify skill gaps, support change initiatives, and develop targeted learning solutions aligned with business priorities.
- Increased training completion rates from 60% to 90% and reduced onboarding time by 30% through stronger learning design, delivery methods, and systems support.

## **ChattingCat Inc. (Google Campus)**

**April 2014 - December 2019**

*Learning Development and Content Manager*  
Learning Experience Design | Tutor Training | LMS Administration

*Seoul, South Korea*

ChattingCat Inc. was an edtech startup at Google Campus Seoul delivering on-demand English learning and writing correction services through digital, tutor-supported experiences.

- Designed and managed digital learning experiences using instructional design best practices to improve engagement, clarity, and learner outcomes.
- Led and supported a team of 300+ tutors, strengthening instructional consistency, learner support quality, and day-to-day training operations at scale.
- Optimized LMS structure and learning workflows, reducing technical support tickets by 25% and improving the overall learner experience.
- Developed interactive eLearning modules, digital resources, and performance support materials that increased learner retention by 20%.
- Managed the full instructional design lifecycle for large-scale online programs, from needs analysis and content development through implementation and continuous improvement.
- Partnered with cross-functional stakeholders to align learning content, platform delivery, and learner support with evolving business needs.

## **Hankuk University of Foreign Studies**

**January 2011 - September 2019**

*Assistant Professor (Level II)*  
Instructional Design | Digital Learning | Academic Technology

*Seoul, South Korea*

Hankuk University of Foreign Studies is a premier South Korean university known for its strengths in foreign language education, international studies, and global engagement.

- Promoted from Assistant Professor Level I to Level II in recognition of strong research output, conference presentations, and overall academic contribution.
- Designed and delivered large-scale learning experiences for 5,000+ adult learners, applying instructional design, blended learning, and technology-enhanced teaching practices.
- Increased Blackboard LMS engagement by 35% through stronger course design, improved digital learning integration, and more effective use of online learning tools.
- Conducted needs analysis and developed competency-based curriculum aligned with learner performance, academic objectives, and workforce development outcomes.
- Secured \$20,000+ in research grant funding through published research and conference presentations focused on learning methodologies and educational technology.
- Built automated grading and assessment systems for thousands of students per semester using Google Sheets, Google Forms, and supporting tools, improving scalability, consistency, and administrative efficiency.

## Calgary Board of Education (CBE)

*Permanent School Teacher*

Academic Grading | Classroom Management | edTech Implementation

September 2006 - January 2011

*Calgary, Canada*

Calgary Board of Education (CBE) is Calgary's public school system and the largest school district in Western Canada, providing K–12 education and a wide range of programs and supports for a diverse student population.

- Designed and delivered competency-based curriculum for 2,500+ K–12 learners, using technology-supported instruction to improve engagement, comprehension, and academic performance.
- Facilitated 15+ professional development workshops for educators focused on instructional design, classroom technology, and differentiated teaching practices, increasing instructional effectiveness by 40% based on participant feedback.
- Developed and implemented assessment strategies for 1,000+ students aligned with provincial standards, contributing to measurable performance gains and an average 15% increase in standardized test scores.
- Tailored learning approaches for diverse learner needs, improving participation, clarity, and knowledge retention across classroom environments.

## Canadian Imperial Bank of Commerce (CIBC)

*Small Business Advisor*

Client Advisory | Business Relationship Management | Consultative Solutions

June 2003 - September 2006

*Toronto, Canada*

Canadian Imperial Bank of Commerce (CIBC) is a leading North American financial institution offering personal, business, commercial, and wealth banking services.

- Advised small business clients by identifying needs, recommending appropriate banking solutions, and managing ongoing business relationships.
- Guided clients through account setup, product education, and service processes, translating complex information into clear, practical support.
- Coordinated with internal teams to resolve service issues, deliver client solutions, and maintain compliance with banking policies, procedures, and regulatory requirements.
- Built a strong foundation in consulting, business communication, and operational support that later translated into Learning and Development, training, and client-facing advisory work.

## SKILLS & INTERESTS

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- **Core Competencies:** Learning and Development (L&D), instructional design, eLearning development, custom content development, Learning Management System (LMS) implementation and administration, learning strategy, learning analytics, needs analysis, competency-based training, adult learning theory, andragogy, blended learning, asynchronous learning, instructor-led training (ILT), virtual instructor-led training (VILT), onboarding, compliance training, leadership development, sales enablement, systems training, performance support, digital learning, workplace learning, stakeholder collaboration, Subject Matter Expert (SME) collaboration, curriculum design, rapid content development, SCORM, xAPI, AI literacy, AI-enabled learning design, digital transformation, data literacy, organizational effectiveness, upskilling, reskilling.
- **Technical Skills:** Articulate Storyline, Rise 360, Adobe Captivate, Camtasia, Vyond, Lectora, Moodle, Blackboard, Docebo, SAP Litmos, Workday Learning, Yardi Aspire, UX, storyboarding.
- **Web and Technical Tools:** WordPress, HTML, CSS, JavaScript, Ubuntu Linux, Docker, open-source tools.
- **Languages:** English (Native), French (Advanced), Korean (Beginner).
- **Professional Interests:** AI in learning, workflow automation, learning analytics, open-source technologies, and smart home automation.

Personal: [www.michaelmadill.ca](http://www.michaelmadill.ca), Training Blog: [www.aspenlearning.ca](http://www.aspenlearning.ca), AspenLMS [www.moodle.aspenlms.com](http://www.moodle.aspenlms.com)