

DIANE LÊ STRAIN

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EXPERIENCE

Program Manager, Customer Education

Honeycomb.io / Jan. 2024 - Current

- Developed Honeycomb's inaugural customer education strategy across the customer lifecycle, unifying engineering, product, customer success, sales, and marketing to drive a value-focused learning experience.
- Managed a direct report (technical instructor / eLearning developer), guiding program execution, mentoring in instructional design best practices, and ensuring high-quality delivery of all customer education initiatives.
- Reduced likelihood of churn or contraction by 21% by scaling proactive education programs targeting usage gaps and engagement risks.
- Increased overall product usage by 65% by architecting targeted education initiatives that guided customers from adoption to mastery.
- Owned the roadmap for ILT and on-demand programs, leading scoping, planning, and execution to drive impact and ensure timely delivery.
- Increased content output by 225% while maintaining an average 4.44/5 CSAT by creating scalable, cross-functional instructional design processes from discovery to launch.
- Drove an 85% increase in customer engagement by leading the end-to-end program launch in collaboration with marketing, sales, and customer success.
- Piloted generative AI for content prototyping and learner feedback, improving design efficiency and customer satisfaction insights.
- Established KPIs for education programs to tie learning outcomes to customer retention and ARR growth; enabled data-driven decisions that improved program alignment with revenue-generating objectives.

Lead Curriculum Manager, Customer Education

Sigma / April 2023 – Nov. 2023

- Spearheaded Sigma's inaugural digital customer education program from the ground up; oversaw the design, development, and implementation of 15 eLearning modules and 2 instructor-led live training (ILT) sessions over 2 quarters.
- Launched the first education subject matter expert (SME) program with 29 stakeholders to harness cross-functional expertise; collaborated to identify value-driven education objectives and customer knowledge gaps to inform the education program's strategic roadmap.
- Oversaw the execution of the digital education program roadmap; managed 15+ SMEs and stakeholders to align on deliverables, leading to effective and scalable content production processes with an average of 10 completed exercises per week.
- Supported Sigma in surpassing \$100M in ARR during tenure, demonstrating the impact of enhanced customer education on revenue growth.

Product Training Manager, Customer Education

Nexxen (Formerly Amobee) / Feb. 2022 – April 2023

- Designed and managed all customer-facing training programs, supporting over 1,600 learners across 92 courses via LMS with a CSAT of 4.52/5.
- Developed 4 VILT-based "Train the Trainer" programs and resource kits to standardize internal knowledge delivery; 91% of internal employees reported increased product competency.
- Achieved a 25% customer engagement increase within 2 months by revamping knowledge architecture and navigation across learning paths.
- Drove a 27% increase in educational content output by managing the design and development of 10 eLearning projects; contributed to the strategic plan to launch customer education programs, shipping the completed deliverables within 2 quarters.
- Developed the SME program for 40+ stakeholders and business partners, leading to effective, cross-functional collaboration processes; managed 10 projects in alignment with education program deliverables and strategic planning.

- Contributed to Nexxen's \$299M in programmatic revenue by supporting a 9% YoY growth in 2023 through impactful technical education initiatives that elevated product adoption and customer experience.

Instructional Designer, Customer Enablement

Side Inc. / May 2021 – Feb. 2022

- Launched the first product certification course to onboard customers and employees; oversaw the design and development of 6 eLearning modules to onboard customers with an average CSAT score of 4.82/5.
- Drove 64% growth of educational content volume by designing and developing 11 eLearning modules of technical instructional content, driving customer satisfaction with a CSAT score of 4.87/5.
- Leveraged LMS functions to provide seamless delivery of digital, scalable learning experiences for 80+ learning paths, enabling 2,200+ customers to adopt the product.
- Drove a 48% increase in customer learning engagement and an 81% increase in course completion rates by strategizing, designing, and managing marketing content on educational materials in the LMS for 2,000+ customers; shipped the deliverables in under 2 months.
- Streamlined eLearning and ILT delivery operations for all product training programs for 700+ customers, contributing to 76% of customers reporting increased confidence in adopting the technology product within 3 months.
- Managed all user provisioning and groups in the LMS by using SQL statements for 80+ new users weekly.
- Managed the LMS for 2,200+ users by maintaining up-to-date learning materials and accurate measurement records.
- Supported Side Inc.'s revenue growth from an estimated \$40M to \$80M by scaling digital education programs that enabled rapid onboarding and activation of top-producing partner agents; directly contributed to agent productivity during a period of 100% YoY growth in transaction volume.

Instructional Design & Training Graduate Assistant

University of Utah / Aug. 2019 – May 2021

- Led a team of 10 part-time student staff to design and deliver targeted training programs for specific student cohorts, ensuring alignment with educational goals.
- Developed 4 compliance-based onboarding eLearning courses for 30+ employees, which led to multimodal, efficient, and interactive onboarding and training structures for new employees with a 100% completion rate annually.
- Generated and led 10 instructor-led learning experiences per year for 16 employees about diversity, inclusion, and belonging, with 92% of learners reporting an increase in understanding of diversity topics.
- Facilitated 20 annual job training experiences onsite for onboarding employees with an average satisfaction rating of 4.62/5.

EDUCATION

Master of Education, M.Ed., Educational Leadership
University of Utah, Salt Lake City, Utah

Bachelor of Arts, B.A., English | Minor: Psychology
California Polytechnic State University, San Luis Obispo, California

TECHNICAL SKILLS

- GitHub
- HTML
- Docs-as-Code
- Markdown
- Camtasia
- Descript
- Articulate

- Adobe Creative Cloud
- Skilljar LMS
- Northpass LMS
- Sigma
- Asana
- Salesforce
- Wordpress
- SCORM