

# DIANE LÊ STRAIN

Phone: +1 (714) 657-6073 | Email: [dianelestrain@gmail.com](mailto:dianelestrain@gmail.com) | [LinkedIn](#) | [Website](#) | San Francisco, CA

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## EXPERIENCE

### Program Manager, Technical Customer Education

*Honeycomb.io / Feb. 2024 - Current*

- Developed Honeycomb.io's inaugural digital customer education strategy, unifying engineering, product, customer success, sales, and marketing around a centralized, value-driven educational initiative to improve the customer experience.
- Drove a 225% increase in content creation by architecting a scalable, collaborative instructional design process that streamlined end-to-end workflows—from discovery to rollout—and accelerated cross-functional production.
- Drove an 85% increase in customer engagement by leading the end-to-end program launch in collaboration with marketing; developed internal enablement resources to empower sales and customer success in promoting educational content as a value-add to drive adoption and retention.
- Established key performance metrics for the digital education program to tie learning outcomes to customer retention and ARR growth; enabled data-driven decisions that improved program alignment with revenue-generating objectives.

### Lead Technical 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 annual recurring revenue (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*

- Managed all digital customer-facing technical training programs; oversaw the design, development, implementation, and monitoring of learner-centered documentation and eLearning courses with an average CSAT score of 4.52/5.
- Designed interactive curricula for 4 "Train the Trainer" virtual instructor-led training (VILT) sessions; created corresponding resource guides for internal stakeholders, resulting in 91% of employees reporting improvement in their technical product training competencies.
- Drove a 25% engagement increase in employee- and customer-facing technical education programs across 1,600+ students and 92 courses within 2 months by implementing new knowledge architecture methods in the learning management system (LMS).
- Drove a 27% increase in educational content volume 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.
- Constructed 5 curriculum development templates to streamline education program management, resulting in training development aligned with product releases and go-to-market strategies, with an average of 1.5 training releases per month.
- 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, Technical 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 every week.
- 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

- 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.

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## 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

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## TECHNICAL SKILLS

- GitHub
- HTML
- Markdown
- Honeycomb
- Camtasia
- Descript
- Articulate
- Adobe Creative Cloud
- Skilljar LMS
- Continu LMS
- Northpass LMS
- Sigma
- Asana
- Jira
- Salesforce
- Wordpress
- SCORM