

BIBI CANASI

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Portfolio & Profile

- www.bibicanasi.com
- [linkedin.com/in/bibi-canasi](https://www.linkedin.com/in/bibi-canasi)

Professional Summary

Professional with a strong background in designing and developing instructional materials for diverse audiences. Adept at utilizing various educational technologies and methodologies to create effective learning experiences. Known for strong collaboration skills, adaptability to changing project needs, and focus on achieving measurable results. Skilled in curriculum development, e-learning platforms, and multimedia content creation. Recognized for excellent communication, problem-solving abilities, and fostering a productive team environment.

Core Competencies

- Instructional Design & Development - e-Learning
- Learner-Centric Design - Adult Learning
- Project Management
- Adobe Creative Cloud: Illustrator, Dreamweaver, Photoshop, Premiere
- Vyond, Camtasia, Canva
- Doodly, Toonly, Powtoon
- Learning & Knowledge Management Systems
- Needs Analysis
- Articulate 360
- Microsoft Office Suite
- Salesforce
- Audacity, and more

Professional Experience

Knowledge Manager | Ops Readiness Business Analyst

Oct 2023 - Current

Florida Blue

Jacksonville, FL

- Key contributor in integrating a new knowledge base management system for an enterprise of 5,000+ employees, collaborating closely with the process lead and other team members.
- Designed and implemented training programs for knowledge base authors and end-users, improving system utilization and supporting my role as a learning business partner across the various business areas of the service organization.
- Demonstrated foundational knowledge of AI-based solutions, enabling effective identification of innovative technologies to enhance operational efficiency.
- Developed a knowledge base content restructuring framework to facilitate the future integration of a large language model (LLM),

- Created training programs and prompting guides for KB authors across various lines of business, including Commercial, Medicare, Federal, and Provider Services, to promote the adoption and effective utilization of the internal Guidewell Chat AI platform for content modification in preparation for large language model implementation.
- Collaborated with business stakeholders to ensure learning strategies aligned with departmental objectives and organizational goals.
- Conducted regular audits of existing knowledge assets to identify areas needing updates or revisions due to evolving business requirements or industry standards.
- Optimized search functionality within internal databases, enabling faster access to relevant information for users.
- Collaborated with the IT team to ensure optimal system performance, providing uninterrupted access to essential information resources at all times.
- Created detailed documentation of company policies and procedures, promoting consistency across business operations.

Instructional Designer Intern

May 2024 - Dec 2024

Davenport University Global

Grand Rapids, MI

- Developed e-learning courses using Blackboard Ultra LMS.
- Collaborated with SMEs to create instructor-led training materials for both in-person and virtual classroom settings.
- Applied instructional design theories to create engaging, multimedia-rich content.
- Evaluated and enhanced course effectiveness through revisions and updates.
- Conducted regular reviews of existing courses to identify improvement areas or redesign opportunities based on current best practices.
- Assisted in creating instructor-led training materials for both in-person and virtual classroom settings.

Member & Group Specialist | SME | New Hire Mentor

Aug 2020 - Sep 2023

Florida Blue

Jacksonville, FL

- Educate members on medical benefits and how to apply in conjunction with specific needs based on needs assessment
- SME/Mentor: for new hires while facilitating role-specific protocols and processes
- Steward: facilitation for new hires as part of organizational onboarding process
- For On/Off Premise Catering
- Responded to customer calls and emails to answer questions about products and services.
- Learned and maintained in-depth understanding of product and service information to offer knowledgeable and educated responses to diverse customer questions.
- Maintained and managed customer files and databases.
- Learned internal systems and related service role duties to provide skilled team backup in handling customer demands.
- Promoted superior experience by addressing customer concerns, demonstrating empathy, and resolving problems swiftly.

- Mentored junior staff members through guidance and hands-on training sessions, contributing to their career development within the organization.

Director of Catering

Jan 2012 - Jan 2020

Carmine's Gourmet Market & Restaurant Group

Palm Beach Gardens, FL

- Developed Training Manual for Off-Premise events focusing on organizational protocols and expectations
- Created Standard Operating Procedures and Sanitation Standard Operational Procedures Manuals as required for HAACP plan implementation
- Developed and implemented HAACP plan for Carmine's management system addressing safety controls.

Medical Practice Manager

Jan 2003 - Jan 2010

SCI Solutions

Palm Beach Gardens, FL

- Headed development and execution of marketing strategies and campaigns
- Built brand awareness using multiple channels, including social media, print advertising, email campaigns, and community events.

Education

Master of Arts: Instructional Design and Technology: E-Learning

Dec 2024

University of Central Florida

Orlando, FL

- 3.97 GPA

MBA: Business Administration

Mar 1997

Nova Southeastern University

Davie, Florida

BS: Administrative Studies

Apr 1991

Nova Southeastern University

Davie, Florida