

JENISHA PARCHMENT

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PROFESSIONAL SUMMARY

AI Enablement & Training specialist and instructional designer with 15+ years in enterprise learning, driving AI fluency and digital adoption through Claude (Anthropic) training, curriculum development, and change management. Proven track record designing and delivering training programs — including virtual instructor-led training (VILT) and AI enablement initiatives — that measurably improve adoption and maintain 90%+ learner satisfaction. Skilled in stakeholder management, project coordination, and translating complex tools and workflows into practical, ready-to-use learning experiences.

SKILLS

Core Competencies: AI Enablement & Training, Instructional Design, Curriculum Development, Change Management, Stakeholder Management, Training Evaluation, Digital Learning, Workshop Facilitation & Coaching, Virtual Instructor-Led Training (VILT), Project Management, Agile Methodologies

AI & Automation: Anthropic Claude, AI Agents, Artificial Intelligence (AI) — Claude, Copilot, ChatGPT, Workflow Automation, Business Process Automation

Tools & Platforms: Learning Management Systems (LMS) — Docebo, Canvas; Articulate Storyline & Rise, Camtasia, Powtoon; Microsoft 365, Google Suite; Wrike

Licensure & Quality Standards: Certified School Counselor (FL); Quality Matters (QM) Peer Reviewer; Certified ScrumMaster (CSM)

PROFESSIONAL EXPERIENCE

Founder & AI Workflow Consultant | Claude (Anthropic) Trainer | J Parchment Consulting LLC

June 2022 – Present

- Deliver Claude (Anthropic) AI training and workflow consulting for business teams, building AI fluency and identifying where AI genuinely improves existing processes, resulting in adopted, sustained workflow changes rather than one-off demos.
- Delivered AI training on NotebookLM and Copilot to executive and manager audiences at the AI Insight Summit, and in-person AI training on NotebookLM for the AI Creators Collective.
- Built and launched two independent AI-powered tools: a LinkedIn lead-generation tool (Replit) that scores prospects against an ideal customer profile (ICP) from post-engagement data, and a LinkedIn analytics dashboard surfacing content performance trends.
- Delivered paid career development presentations to middle school students across two consecutive summers.

Instructional Designer — Enterprise Learning, Onboarding & AI Enablement | Advocates for Human Potential

March 2023 – July 2026

- Designed and built 13+ eLearning modules for behavioral health and human services client programs across four client accounts, including a 5-module social work foundations course, maintaining 90%+ satisfaction across internal eLearning courses.
- Led end-to-end development of compliance, onboarding, and IT curricula — including virtual instructor-led training (VILT) — ensuring all content met accessibility standards, from storyboard through LMS delivery and usage reporting.
- Launched an internal AI enablement initiative: surveyed team AI usage and adoption gaps, built a recurring "AI in 10" microlearning series, and analyzed 100+ job descriptions into a draft AI skills classification framework.
- Administered the Docebo learning management system (LMS) and delivered quarterly learning analytics across two platforms to guide content decisions.
- Created job aids and quick-reference guides supporting organization-wide adoption of new time tracking software.
- Supported coordination of a cross-functional nine-box talent review, managing rollout, data analysis, and employee-facing presentation materials.

Learning Designer II | University of South Florida

January 2023 – March 2023

- Designed and launched a peer review pilot program built around Quality Matters (QM) standards, giving faculty a repeatable process for evaluating online course quality.
- Coordinated 10 faculty stakeholders through the pilot, tracking questions and friction points to refine the process mid-pilot.

Instructional Designer (promoted from Instructional Design Assistant, Aug 2020) | Florida Atlantic University, Center for Online and Continuing Education

August 2020 – January 2023

- Partnered with faculty to translate complex academic content into structured online courses built to Quality Matters (QM) standards, managing 30+ concurrent course builds through Wrike to on-time delivery.
- Led weekly blueprinting sessions aligning course and module objectives to content, activities, and assessments; consulted with faculty on instructional strategy and measurable learning outcomes.
- Trained incoming instructional designers and developed templates that accelerated team-wide course production.
- Designed and facilitated faculty professional development on online learning best practices, including a presentation each semester.
- Sourced and vetted reusable learning objects for fair-use compliance in partnership with faculty.

ADDITIONAL EXPERIENCE

College and Career Counselor, School District of Hillsborough County (2019–2020) — Advised students individually on college applications, financial aid, and postsecondary planning; coordinated school-wide PSAT/SAT/ACT administration.

Professional School Counselor, Alachua County Public Schools, Howard Bishop Middle School (2014–2019) — Designed and delivered classroom guidance curriculum for a caseload of ~375 students; managed the school's Acceleration, ESOL, and 504 coordination programs.

Graduate Assistant / Program Assistant, University of Florida and Santa Fe College (2010–2014) — Advised student Ambassadors and supported departmental program operations.

EDUCATION

M.Sc. Instructional Systems and Learning Technology — Florida State University

M.Ed. School Counseling and Guidance, Counselor Education — University of Florida

B.Sc. Psychology — University of Florida

CERTIFICATIONS

Certified School Counselor — FL Department of Education, Issued Jun 2014, Expires Jun 2028

Google AI Professional Certificate — Google, Feb 2026

AI Consultant Certification 2026 — AI InnoVision, Feb 2026

AI Agents for Everyday Professionals — LinkedIn, Feb 2026

Career Essentials in Project Management by Microsoft and LinkedIn — Microsoft, Mar 2023

Certified ScrumMaster® (CSM®) — Scrum Alliance, Sep 2022

Online Learning Consortium — Project Management for Instructional Designers, Nov 2022

SQL Programming — Florida Atlantic University, Jul 2022

Addressing Accessibility and Usability (AAU) — QM Quality Matters, Jan 2021

QM Peer Reviewer Course — QM Quality Matters, Oct 2020

Applying the QM Rubric — QM Quality Matters, Dec 2019