

JESSICA GRIFFITHS

Learning and Development Project Manager

Learning and Development leader with 6+ years of experience driving enterprise learning strategies that improve operational performance and accelerate business transformation. Proven success leading large-scale curriculum initiatives, including the redesign of Subway's flagship Sandwich Artistry program, the development of franchisee and manager training programs, and the launch of enterprise learning solutions supporting digital transformation, restaurant operations, and organizational change. Recognized for building strong cross-functional partnerships, leading complex projects from strategy through implementation, and delivering innovative learning experiences that increase engagement, improve operational readiness, and support business growth.

EMPLOYMENT HISTORY

GLOBAL CURRICULUM DEVELOPMENT MANAGER

Oct 2025 – Present

Subway

Miami

- ◆ Lead the strategy, design, and development of enterprise learning programs for Subway University, partnering with cross-functional stakeholders to deliver scalable training solutions that support restaurant operations and business priorities.
- ◆ Led the redesign of Subway's flagship Sandwich Artistry curriculum, reducing training time from approximately 3 hours to 1 hour while modernizing the learner experience through interactive eLearning, video-based instruction, and immersive learning experiences.
- ◆ Directed the development of Subway's franchisee training program, creating instructor-led curriculum, facilitator guides, participant workbooks, hands-on learning activities, and performance support resources to prepare new franchisees for operational success.
- ◆ Designed and developed Subway's first comprehensive manager training program, building role-based learning focused on leadership, coaching, labor management, scheduling, inventory, point-of-sale operations, and restaurant management.
- ◆ Led the development and localization of learning programs for both the U.S. and Canadian markets, partnering with translation vendors and regional stakeholders to ensure curriculum aligned with country-specific operational processes, business requirements, and learning standards.
- ◆ Managed multiple enterprise learning initiatives from strategy through implementation, collaborating with executive leadership, franchisees, subject matter experts, and external vendors to deliver high-quality learning solutions supporting initiatives including Third Party Delivery (3PD), Digital Guest Experience, Catering Relaunch, Bread Process Modernization, Late Night Hours Expansion, Window Training, and Sub Club Rewards.

CONTRACT INSTRUCTIONAL DESIGNER

Jan 2024 – Oct 2025

Whole Foods Market Inc

Remote

- ◆ Lead multiple concurrent training projects, managing timelines, budgets, resources, and deliverables to ensure successful completion
- ◆ Collaborate with HR, Operations, Technical, and Product teams to assess learning needs and develop targeted training strategies
- ◆ Manage LMS course creation, event scheduling, roster management, and training logistics for diverse audiences across multiple time zones
- ◆ Conduct needs analyses and performance evaluations to ensure training programs meet compliance, operational, and business goals
- ◆ Produce detailed project plans, track milestones, and prepare status reports for stakeholders
- ◆ Integrate AI-powered learning tools to streamline content updates and improve learner engagement

TRAINING CONTENT MANAGER

Jan 2023 – Nov 2023

Popeyes Louisiana Kitchen

- ◆ Oversaw end-to-end development of onboarding and leadership training programs for corporate and franchise teams
- ◆ Managed training schedules, instructor assignments, and blended learning delivery
- ◆ Collected and analyzed training feedback data to refine learning content and improve program effectiveness
- ◆ Partnered with internal and external stakeholders to align training solutions with operational requirements

INSTRUCTIONAL DESIGN CONTRACTOR

Aug 2022 – Jan 2023

Spatial Data Logic

- ◆ Directed LMS setup, content deployment, and course tracking for municipal software clients
- ◆ Designed and facilitated virtual training events, coordinating scheduling and resource distribution
- ◆ Provided technical support and resolved course access issues for clients and internal teams

INSTRUCTIONAL DESIGNER

Mar 2022 – Jul 2022

The Learning Experience

- ♦ Managed instructional design projects from storyboarding to final delivery
- ♦ Coordinated with SMEs and department leaders to create training content that aligned with compliance and operational goals

INSTRUCTIONAL DESIGN INTERN

Aug 2021 – Dec 2021

Museum of Discovery and Science

- ♦ Managed logistics for micro-eLearning module deployment and in-person training sessions
- ♦ Coordinated instructor and participant schedules, distributed materials, and tracked attendance
- ♦ Supported education program reporting, data tracking, and resource requests in alignment with state standards

INSTRUCTIONAL DESIGN GRADUATE ASSISTANT

Aug 2019 – Oct 2021

Florida Atlantic University

- ♦ Administered and maintained courses in Canvas LMS, including event creation, scheduling, enrollment, and troubleshooting access issues for students and faculty
- ♦ Coordinated logistics for online and hybrid courses, including instructor assignments, session scheduling, and material distribution
- ♦ Provided faculty training and customer support on LMS usage, course development best practices, and instructional technology tools
- ♦ Developed and implemented course materials, assessments, and multimedia content to support virtual and in-person learning
- ♦ Monitored course engagement and performance metrics, generating reports to identify improvement opportunities
- ♦ Conducted learning needs analyses to ensure content effectiveness and alignment with academic and institutional goals

EDUCATION

MASTER'S DEGREE IN EDUCATIONAL/INSTRUCTIONAL TECHNOLOGY

Florida Atlantic University

BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION AND MANAGEMENT

Florida Atlantic University

COURSES

AI ESSENTIALS SPECIALIZATION CERTIFICATION

Google

SKILLS

Project Management, Learning and Development strategy, Stakeholder Management and Communication, Cross-Functional Collaboration, Needs Assessment Analysis, Articulate 360, Adobe Creative Cloud, Camtasia, A.I. Tools