



CHRIS MCKINNEY

A DESIGNER APPROACH
TO DELIVERING RESULTS



6 years specialized in training and development
5 years experience in instructional design and training delivery
4 years Asst. Regional Manager committed to improving brand awareness and recommendation
2 years in mobile design and development.



View Portfolio
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Dedicated, creative professional. Self-starter who is always up for new challenges. Adapts well in a fast pace work environment where things are both heavy in traffic flow and consistently changing. Proficient in data analytics, innovating current procedures to boost education, reduce cost as well as maximize return value through learning technologies.

DEDICATION

LEADERSHIP

CLIENT SERVICE

INNOVATIVE

DEVELOPMENT

ANALYTICAL

WHAT'S MY STORY



VERIZON WIRELESS

▼ WORK EXPERIENCE

BDS MARKETING

Asst. Regional Manager



Experience Specialist

Solutions Specialist

Solutions Manager

Multi-Store Manager (Pilot)

Manager

2007 2011 2014 2016 2017 2022 2024



COLLEGE PREP

High School Diploma
Bandy's High School



WEB & INTERACTIVE MEDIA DESIGN

Bachelor's Degree
The Art Institute of Charlotte



EMERGING LEADERS

Certificate
Verizon Wireless



Instructional Design & Learning Technology

Master's Degree
Walden University

EDUCATION ▲

EXPERIENCE DETAILS

VERIZON WIRELESS

AUG 2014 - Current

Manager

Multi-Store Manager

Solutions Manager

Solutions Specialist

Experience Specialist

Current

2022-2023

2017-2022

2016-2017

2014-2016

ID Developer on Deck
Emergency Response Team
Territory Lead Specialist
Emerging Leaders

- › Led and developed teams within three retail locations to meet and exceed sales targets.
- › Managed operational efficiency including cycle counts, product returns, and merchandising while upholding brand standards.
- › Delivered world-class customer service and support by resolving complex complaints and point-of-sale system issues.
- › Developed instructional materials for both store and district levels, fostering in-depth product knowledge and empowering specialists to implement effective sales strategies.
- › Completed exclusive leadership development programs, including Emerging Leaders at the district level and Lead Specialist at the territory level.
- › Evolved and standardized the Experience Specialist role by unifying approach to customer callbacks, wireless workshops, training guides, and other expected job duties for nine locations.
- › Developed the first Experience Specialist "Swap Day" a collaborative peer learning experience for the district.

Instructional Design

- › Retail on-boarding program launched in Q4 2023-Trainer to Manager communication during virtual instructor lead trainings, and daily knowledge certification
- › Digital Knowledge Guides -Created an interactive reference document sent to all retail staff and housed in the company knowledge database

BDS MARKETING

Assistant Regional Manager
(Motorola Program)

AUG 2009 - DEC 2013

- › Assisted in developing a team of 14 people across the East coast, as well as ensuring the quality of reporting and goals were met.
- › Developed training tools: training games, one-on-one coaching guides to better prepare the team for success.
- › Managed and developed relationships with retail channels including regional, district and store level; accounts include: Verizon, T-Mobile, AT&T, Sprint, Boost, Best Buy, and Costco (150 retail locations).
- › Executed field operation of Motorola initiatives within locations by providing high-level product training on features, competitive advantages and customer scenarios.
- › Gathered market intelligence of competitive brands to overcome objections, and increase brand recommendation with store personal.

SKILLS



Microsoft Office



Adobe Creative Suite



Multimedia Design



CMS / LMS



Articulate Storyline