TIFFANY MARCIALES

WALKME IMPLEMENTATION | DIGITAL PRODUCT ADOPTION | AGILE DELIVERY & CHANGE MANAGEMENT

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PROFESSIONAL PROFILE

Digital adoption and enterprise technology professional with 12+ years of experience supporting employee-facing systems, user enablement, and cross-functional launches. Co-built and launched a WalkMe implementation with a business analyst for three departments at Pax8; supported a Salesforce rollout reaching 300+ employees across two centers, followed by a separate in-house Salesforce-connected sales tool at Camping World. Also supported Netflix's OB1kanobe rollout through training, deployment readiness, service-level oversight, and issue resolution. Brings experience with Agile and sprint-based software delivery, workflow analysis, cross-functional collaboration, training, and change management to employee experience and product adoption initiatives.

WALKME & PRODUCT DELIVERY STRENGTHS

Digital adoption WalkMe implementation • In-app guidance and highlights • Employee onboarding • Sales enablement • Lead generation

Delivery & change Business analyst collaboration • Cross-functional rollout • Change management • Migration readiness • Agile collaboration

Documentation & support SOPs and manuals • Courses and user training • Questions and job aids • Credential readiness • Service-level support

Platforms WalkMe • Salesforce • Jira • SharePoint • Seismic • Pendo • Power BI • Tableau

SELECTED PLATFORM IMPLEMENTATIONS & LAUNCHES

PAX8 | WalkMe Implementation & Digital Adoption | Content Developer / Instructional Designer | ***2018–2020***

- Partnered directly with a business analyst to build and launch WalkMe from the ground up, supporting three departments focused on onboarding, sales, and lead generation.
- Created and delivered the adoption package: in-app highlights and guidance, end-user questions and support content, SOPs, user manuals, courses, training, and credential-related readiness.
- Helped employees navigate enterprise workflows; also built Seismic sales enablement training and SharePoint self-service resources.

CAMPING WORLD / GOOD SAM | Salesforce & Internal Sales Platform Rollouts | Earlier Experience

- Supported the initial Salesforce rollout and trained more than 300 employees across two centers, preparing teams to move into the new sales workflow.
- Subsequently helped develop and roll out a separate in-house sales program connected with Salesforce; supported migration, change communications, training, and early adoption.

NETFLIX | OB1kanobe Rollout | IT Team Lead / SharePoint Administrator | ***2010–2015***

- Supported the OB1kanobe internal platform rollout by creating training and post-development enablement materials, coordinating deployment support, tracking service levels, and addressing issues as users transitioned.
- Led technical support staff and maintained eight departmental SharePoint portals, translating support patterns into usable knowledge resources.

ADDITIONAL ENTERPRISE EXPERIENCE

DEFENSE HEALTH AGENCY (DOD) | Senior Instructional Systems Designer | Federal Healthcare Technology | ***2025–2026***

- Worked with clinical, IT, and federal stakeholders on rollout and adoption support for enterprise healthcare, cybersecurity, and operational workflows, including role-specific training and performance guidance.
- Tested AI-assisted production methods and coached a four-person team; informally estimated approximately 50% less production time in personal work and 25% among colleagues.

PACIFICSOURCE HEALTH PLANS | Senior Instructional Systems Designer | Employee Experience | ***2024–2025***

- Designed and deployed leadership mentorship pathways, webinars, facilitator guides, workbooks, and repeatable resources tied to employee development needs and Workday Learning.

ALTERA DIGITAL HEALTH | Senior Instructional Systems Designer | Enterprise Change | ***2023–2024***

- Reworked 50+ learning assets through a corporate acquisition, partnering across functions to maintain continuity amid platform, process, and brand changes.

DAVITA | Senior Instructional Designer | Clinical Platform Adoption | ***2020–2023***

- Supported Epic CKD adoption and the transition from Falcon Physician through clinical learning and performance support; developed 1,200+ learning assets with clinical and IT stakeholders.

INDEPENDENT PRODUCT INITIATIVE

CAREERCTRL AI | Product Concept & Private Beta Prototype | ***2026***

- Designed and tested an AI-assisted career workflow including job discovery, résumé review, approval checkpoints, application readiness, and status tracking; refined navigation and decision points using user feedback.

EDUCATION & PROFESSIONAL DEVELOPMENT

Education B.A., Journalism — Broward College • NYU Tandon, AR/VR User Experience Design • Springboard, UX Design

Additional AI for L&D — 360Learning • Advanced Storyline 360 and Camtasia • Section 508 / WCAG accessibility