

CHARISMA HALL

Project Management Professional (PMP) | Instructional Designer | Program Development

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PROFESSIONAL SUMMARY

Strategic program and curriculum professional with expertise in instructional design, project management, research, and multimedia development. Proven ability to design and implement systems that support complex educational and community initiatives. Skilled at transforming ideas into operational processes, including dashboard development, stakeholder coordination, and program design.

Recognized for strong analytical thinking, data-informed decision making, and the ability to work effectively in startup and ambiguous environments. Experienced in supporting faculty, administrators, and community partners in the development of innovative educational and engagement initiatives. Founder of a nonprofit initiative focused on supporting women and children, with a passion for community partnership, institutional collaboration, and long-term social impact.

EDUCATION

Master of Science — Instructional Design & Technology <i>California State University, Fullerton</i> GPA: 4.0	Bachelor of Arts — Psychology <i>California State University, Dominguez Hills</i> GPA: 3.6
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PROFESSIONAL EXPERIENCE

Curriculum Coordinator

Kaiser Permanente School of Medicine (KPSOM) • Office of Medical Education

May 2024 – Present

Pasadena, CA

Coordinate curriculum development and implementation across multiple Health Systems Science and Doctoring courses while supporting faculty, students, and institutional initiatives.

- Apply Project Management Professional (PMP) methodologies to manage curriculum design initiatives, timelines, and resource coordination across interdisciplinary teams.
- Provide strategic support to faculty in the design and implementation of courses, assessments, and multimedia instructional materials.
- Lead the planning and production of multimedia learning content, including filming and editing educational videos for Narrative Medicine and Health Systems Science focus groups.
- Support course development within the Elentra learning management system, ensuring content accuracy, accessibility, and effective integration of assessments and resources.
- Developed and presented "Steady in the Storm," a research and curriculum development proposal examining staff climate and professional identity among professional staff in medical education.
- Initiated a research and curriculum design project focused on professional identity formation and workplace climate, exploring strategies for improving staff engagement and institutional culture.

Curriculum Developer

Mastech Digital – Kaiser Permanente School of Medicine

September 2023 – May 2024

Pasadena, CA

Managed curriculum operations and instructional technology support for multiple courses and faculty.

- Coordinated the planning, logistics, and implementation of educational programming across multiple courses.
- Managed course content and learning events in Elentra LMS, ensuring course accuracy and accessibility.
- Supported over 20 faculty members in course development, tech integration, and digital learning tools.
- Oversaw exam integrity, evaluation data collection, and gradebook administration.
- Managed budgets, honoraria, and procurement related to course operations.

Instructional & Multimedia Designer / Videographer / A.I. Specialist

Independent Consultant

January 2018 – Present

Remote

Design instructional materials and multimedia content for organizations and small businesses, leveraging AI-powered tools to enhance instructional design, content development, multimedia production, and workflow efficiency.

- Collaborate with subject matter experts to design online learning courses, instructional videos, training materials, and learner-centered experiences.
- Leverage generative AI and AI-assisted tools to support content development, research, ideation, instructional design, workflow automation, and multimedia production.
- Produce and edit multimedia content, including video production, graphics, closed captioning, visual effects, and AI-enhanced digital assets.
- Develop learning assessments, including quizzes, interactive exercises, scenario-based activities, and applied learning experiences.
- Support brand storytelling through digital media, social media strategy, AI-assisted content development, and multimedia production.

Administrative Aid — Training Compliance & Production Services

County of Los Angeles Department of Health Services

July 2018 – September 2023

Los Angeles, CA

Supported workforce training, compliance education, and instructional development for healthcare employees.

- Designed and facilitated employee training programs including onboarding, compliance campaigns, and competency development.
- Developed web-based training programs and interactive instructional materials.
- Managed training compliance tracking and employee education records.
- Collaborated with SMEs to design engaging instructional experiences for healthcare professionals.
- Maintained and updated departmental websites and digital learning platforms.

Higher Education Communications & Events Coordinator

California State University, Fullerton

June 2017 – September 2017

Fullerton, CA

- Developed communication strategies to strengthen alumni engagement and departmental partnerships.
- Coordinated events and facilitated focus groups with students and alumni to gather program feedback.
- Managed alumni engagement databases and communication platforms.
- Supervised student workers and coordinated departmental communications.

Research Analyst / Assistant

Cerritos College • Institutional Effectiveness, Research & Planning

April 2015 – May 2017

Norwalk, CA

- Conducted institutional research supporting compliance with California Title 5 regulations.
- Performed disproportional impact analysis and prerequisite validations.
- Contributed to the federally funded TAACCCT grant, analyzing employment outcomes for students.
- Prepared reports, statistical analysis, and presentations for faculty and administrative leadership.

CERTIFICATIONS

• Artificial Intelligence Certification	2026
• Project Management Professional (PMP) • Project Management Institute	October 2024
• Instructional Design Level II • CSU Fullerton	May 2019
• HTML Essentials Training	February 2019
• Instructional Design Level I • CSU Fullerton	December 2018
• UX Design • Lynda.com	December 2018
• Adobe Captivate Instructional Design Training	December 2018

PRESENTATION EXPERIENCE

Steady in the Storm

March 2026

Kaiser Permanente School of Medicine – Staff Experience Committee

Presented a research and curriculum development initiative exploring professional staff climate, identity formation, and institutional engagement. Proposed strategies for improving staff development, leadership engagement, and workplace culture within academic medicine.

School Resources & Technologies: Elentra LMS Training

August 2024

Kaiser Permanente School of Medicine

Conducted instructor-led training for first-year medical students, providing hands-on guidance on navigating the Elentra LMS, accessing course materials, and utilizing learning resources to support academic success.

Education Competency Process Training

December 2018 – March 2019

County of Los Angeles Department of Health Services

Led training sessions for nurse competency exam proctors, ensuring integrity and standardization in healthcare competency testing.

Professional Development Workshops

July – December 2017

California State University, Fullerton

Facilitated professional development workshops for graduate students in the Educational Leadership program.

Educational Master Plan Charrette – Enhancing External Communication & Brand Identity

Feb 2017

Cerritos College

Presented strategies for improving institutional communication and community engagement initiatives.