

MADELYNE DE BRUIN

LMS Administrator | Instructional Designer | E-Learning Development

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PROFESSIONAL SUMMARY

LMS Administrator and Instructional Designer with over 14 years in learning and education, including more than 6 years of hands-on LMS administration across Moodle and SaaS platforms. Over the past two years, also designing and building online courses end-to-end with subject-matter experts, from needs identification and storyboarding through interactive build in iSpring Suite, assessments, QA and SCORM publishing, including two CPD UK-accredited courses and a multi-country green finance training program. Currently an independent consultant for Symbiotics Capacity Building, Geneva, covering both course design and LMS administration for internal and client-facing programs. Based in Paarl, Western Cape, South Africa, and available for remote roles.

SKILLS

- **LMS administration:** course and item creation, program configuration, assessments and surveys, learner enrollment and exclusion management, cohort setup, licensing administration, QA testing before go-live, first-line learner support and troubleshooting.
- **LMS platforms:** Moodle (sole administrator from 2019) and SaaS LMS platforms, plus some experience with TalentLMS.
- **Data & reporting:** enrollment and completion trackers, recurring participation and compliance reporting, learner data accuracy, working knowledge of Microsoft Excel.
- **Instructional design & course development:** needs identification with subject-matter experts, curriculum and content structuring, storyboarding, ADDIE framework, assessment and questionnaire design, collaboration with subject-matter experts, QA and sign-off, SCORM packaging and publishing, refining courses using learner feedback and participation data.
- **E-learning authoring & multimedia:** iSpring Suite, Canva, Affinity Designer, Narakeet and ElevenLabs (text-to-speech and voiceover), tutorial videos, handbooks, guides and brochures.
- **AI literacy:** practical, day-to-day use of ChatGPT and Claude for content drafting, data work and process automation; completed AI and prompt engineering training; working understanding of responsible AI use.
- **Other tools:** Microsoft 365 (Outlook, Excel, Word, PowerPoint, Teams, Forms, SharePoint), Cognito Forms, MailerLite, Google Drive, Zoom, YouTube; knowledge of WordPress, Elementor and WooCommerce; AI-assisted web development.
- **Soft skills:** attention to detail, problem-solving, time management, teamwork and communication; top CliftonStrengths themes: Deliberative, Responsibility and Consistency.

PROFESSIONAL EXPERIENCE

LMS Administrator & Learning Content Designer — Independent Consultant

Sep 2024 - Present | Contracted to Symbiotics Capacity Building, Geneva, Switzerland | Remote

Symbiotics Capacity Building delivers capacity-building and training in impact investing and development finance across emerging and frontier markets.

LMS administration

- Manage the LMS end-to-end for internal and client-facing programs: course publishing, cohort setup, enrollments, licensing, and learner communications such as enrollment confirmations, access instructions and deadline reminders.
- Track mandatory course completion in a financial services environment where accurate learner records support compliance; maintain enrollment and completion trackers across concurrent programs and produce recurring participation and completion reports for stakeholders and M&E.

- Configure assessments and surveys and QA test content and configuration before go-live; provide first-line learner support and liaise with the platform provider on technical fixes.
- Work with Group HR to capture training needs, coordinate internal training registration, onboarding and team learning initiatives, and track completion of mandatory courses; source and procure external courses to meet identified learning needs.

Instructional design and course development

- Develop courses end-to-end with subject-matter experts: needs identification, content structuring, storyboarding, instructional design, interactive build in iSpring Suite, quizzes and assessments, QA and sign-off, SCORM packaging and publishing.
- Designed and built a web-based green finance training for an international development finance client's technical assistance program, rolled out to investees across Africa and Asia, along with an accompanying green lending handbook.
- Developed two CPD UK-accredited online courses with subject-matter experts for Symbiotics staff: Green Finance Fundamentals (accredited February 2026) and ESG Fundamentals for Financial Institutions (accredited June 2026).
- Produce guides, handbooks and multimedia learning assets using iSpring Suite, Canva, Narakeet and ElevenLabs; design brochures and one-pagers in Affinity Designer to support business development; use AI tools to support content drafting.
- Analyze learner feedback, participation data and market trends to refine course content and design; build stakeholder feedback surveys.

Moodle LMS Administrator & Administrative Assistant

Jan 2012 - Feb 2025 | MyFiladelfia Biblical Counselling and Training, Paarl, Western Cape | Full-time

- Joined as an Administrative Assistant and grew into full ownership of the organization's digital learning platform as its e-learning capability developed.
- Selected, implemented and configured the organization's first Moodle LMS, establishing its digital learning environment from scratch, then ran it as sole administrator from 2019 onwards.
- Ran daily administration: course setup, user and enrollment management, plugin installation, system updates, and maintenance coordination with the hosting provider.
- Provided first-line technical support to students and academic staff, resolving queries and escalating where required.
- Cut repeat support queries by producing step-by-step tutorial videos that gave students self-service answers to common issues.
- Maintained accurate learner records and a structured Google Drive system for fast access to data, reports and communications.
- Coordinated learning logistics across concurrent intakes: academic timetables, annual calendars, cycle preparation and enrollment readiness.
- Acted as primary liaison between students, markers and management; organized workshops and graduation events, in person and online; scheduled Zoom sessions and published recordings on YouTube.
- Built and maintained electronic forms in Cognito Forms; designed instructional and marketing materials in Canva and PowerPoint, including brochures, social media assets and graduation videos.

PERSONAL PROJECT

www.reallifescriture.com: a website of guided Bible studies focusing on real-life issues (personal project).

EDUCATION

BA Degree in Biblical Counselling - May 2018

MyFiladelfia Skills Development - QCTO Accredited Skills Development Provider | SDP260523133008

Certificate in Executive Assistant - April 2007

Damelin, Pretoria Campus - graduated with distinction

PROFESSIONAL DEVELOPMENT

- The Complete Instructional Designer Course (2026)
- ChatGPT Masterclass: The Guide to AI & Prompt Engineering (2024)
- Moodle and H5P (2024)
- Moodle Administration Essential Training; Moodle 3.0x Administration Tutorial: Advance Course; Learn Moodle 3.7 Basics; Learning Moodle 3.6 (2019)

Udemy | LinkedIn Learning | Moodle HQ

REFERENCES

Available on request.