

ERIN BULLERDIECK

Enablement Strategy | Enterprise Learning

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SUMMARY

Creative learning leader with 20+ years of experience designing enterprise learning ecosystems that help organizations scale and adopt change. I have a record of building first-of-their-kind programs and learning experiences, then scaling them through data-informed decision-making, compelling communication, and consistent execution. I am consistently trusted to lead ambiguous, high-visibility initiatives that require equal parts strategy, creativity, operational excellence and influence. I bring a consultative enablement approach to complex stakeholder ecosystems, with deep experience aligning learning to business priorities, adoption and readiness measures, and measurable organizational outcomes.

SELECTED RESULTS

- Branded and built Comcast Advertising's first structured AdTech capability development program, a scalable learning ecosystem featuring a resource hub, digital credentialing, and a planned four-track learning architecture designed to accelerate AdTech capability development.
 - Developed a research-based, global, data-driven student support program that closed the retention gap between fully and conditionally admitted students from 5% to less than 1% at Webster University.
 - Conducted academic and applied research and developed outcome reports that directly informed equity, inclusion, and diversity (EID) approaches at Google's other "Bets."
 - Architected a legally defensible curriculum, including test development and design that met stringent federal, state, and client regulations for a fully re-imagined hybrid Certified Driver Training program at PG&E in Northern California.
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PROFESSIONAL EXPERIENCE

Senior Learning Designer | Comcast Advertising

Aug 2022 – Present

- Created practice labs, resources, eLearning and VILT experiences that improved Salesforce readiness for 1,600+ learners and supported successful enterprise launch adoption across business teams.
- Partner on the SAP implementation learning workstream, including role-based learner pathways, curriculum, SME engagement, course design and training delivery.
- Designed and developed animated microlearning experiences for the AdTech Learning Lab that increased learner engagement and earned recognition from senior leadership, including Comcast's President.
- Designed and developed all eLearning and performance support resources for the Privacy Program, enabling enterprise adoption of new privacy requirements and contributing to an 83% increase in training completions, 89-100% learner confidence scores, and 1,693 employee engagements with program resources.
- Applied Microsoft Copilot, ChatGPT, Claude, and Azure-informed workflows to accelerate learning design, prototype enablement resources, and translate complex platform capabilities into audience-specific guidance.
- Serve on the Engagement Committee and co-founded the Process and Procedure and Global Audit Committees.
- Design and delivered internal training on accessibility, design, and project management.

Learning Consultant | PG&E via The Mosaic Company

Sep 2019 – May 2022

- Designed, proposed and developed full cycle learning paths including web-based training (WBT) courses, instructor aids, and learner resources supporting 5,500+ learners for PG&E's Commercial Driving School.
- Led the project team for a highly visible damage prevention training for 4,500+ learners that led to a 12% reduction in dig-in events to support annual public safety benchmarks.
- Managed project timelines and scoping, task analyses, and assessment development using the ADDIE method.
- Built the company's first Diversity & Inclusion resource hub and led EID initiatives for Mosaic.
- Supported the design of immersive learning experiences by designing 3D training environments in Autodesk Maya, enabling learners to explore complex substation configurations in a simulated setting.

Trainer (Contract) | Amazon Career Choice

Jun 2019 – Nov 2019

- Designed and facilitated career development workshops for ~ 200 Amazon employees across two sites.
- Coached learners on interviewing, career planning, and workplace communication.

Equity, Inclusion & Diversity Support Partner (Contract) | Alphabet (Google)**Jul 2018 – Dec 2018**

- Conducted academic and applied research and developed outcome reports that directly informed equity, inclusion, and diversity approaches at Google's other "Bets."
- Built learning tools, resource templates, and creative educational materials that support EID across the Bets.
- Partnered with the Chief Equity + Inclusion Systems Strategist and ERCs to design an EID learning path that supports systemic change.

Senior Program Manager/Academic Coordinator/Adjunct Professor | Webster University**2009 – 2017**

- Designed the Transitions program for academically at-risk students, reducing the retention gap between conditionally admitted and fully admitted students from 5% to less than 1%.
- Managed strategy, operations, budgets, assessment, recruitment, and marketing for the Transitions program including a two-credit bearing summer immersion component.
- Improved student data reporting and decision-making by designing a research-based proposal that successfully advocated for the addition of first-generation student status on the undergraduate application. This data led to an additional \$2 million in institutional STEM grant awards and recognition from the president.
- Hired, trained, and supervised a team of 12 faculty, professional and student staff for the TAP program.
- Supervised 30+ undergraduate and graduate student staff positions and created six new Federal Work-Study and a competitive regional graduate fellowship to support the Academic Resource Center.
- Built Webster University's first fully online PSYC 1000 course.
- Redesigned and standardized PSYC 1000 learning outcomes across all course sections and trained faculty on curriculum, best practices, and assessment tools.
- Designed EDUC 1500 and WRIT 1000 curricula including redefining learning outcomes and assessment to meet undergraduate student retention goals.

Freelance Graphic Designer | Self-employed**2005 – Present**

- Design branding, marketing, and products for a variety of clients.
- Logo and T-shirt design winner for national and international design competitions.

PUBLICATIONS

- McKerrow, K. K. & Bullerdieck, E. A. (2006). *Social justice: A model for unraveling the ethics of administrative discourse*. Educational Leadership Review, 7(2), 70-83.
- McKerrow, K.K. & Bullerdieck, E. A. (2006). *Best practice for ethical educational administration*. In F. Dembowski and L. Lemasters, (Eds.), Unbridled Spirit: Best Practices in Educational Administration (pp. 198-205). Lancaster, PA: Pro>Active

CORE COMPETENCIES + SKILLS

Learning Strategy | Enterprise Enablement | Instructional Design | Curriculum Development | eLearning | Facilitation | Systems Thinking | Accessibility | Governance | Stakeholder Engagement | Project Management | Data Storytelling | Learning Ecosystems | AI-Enabled Learning Solutions | Asana | Articulate 360 | Adobe Creative Suite | Salesforce | SAP | Microsoft 365 | SharePoint | ChatGPT | Microsoft Copilot | Claude | Azure

SELECT HONORS AND AWARDS

Comcast Shine Award, Salesforce Enablement
Woman of Webster Award
TRIO Community Partner Recognition Award

Comcast Advertising PX Team, 2025
Webster University, 2017
St. Louis Community College-Meramec, 2013

EDUCATION

M.Ed., Higher Education Administration — University of Missouri–St. Louis
B.A., Sociology & Anthropology — Truman State University