

Cecilia Burshtein

CUSTOMER ENABLEMENT · LEARNING EXPERIENCE DESIGNER

Baja California, MX, 22880

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Summary

Customer enablement and learning professional with 7+ years of experience designing and leading scalable enablement programs for SaaS and technical environments. Experienced in partnering with stakeholders to identify capability gaps, translating business needs into practical learning solutions, and driving consistent execution through programs, standards, and learning systems.

Skills

Enablement Customer education, enablement strategy, curriculum design, stakeholder management, learning measurement
Tools Articulate Storyline 360, Synthesia, Vyond, LMS, Jira, Asana, WordPress
Languages **English:** C1; **French:** B2; **Spanish:** Native; **Hebrew:** A1

Experience

Ellucian

Remote, Mexico

LEARNING EXPERIENCE DESIGNER

Oct. 2024 - Present

- Lead customer and internal enablement for Ellucian's Delivery organization, partnering with 20–30 stakeholder groups to identify capability needs and design learning solutions aligned with business objectives.
- Led the learning workstream for Ellucian Student's customer onboarding launch, coordinating four Instructional Designers, establishing content and QA standards, and developing 4 of 15 customer-facing videos used to onboard staff at seven universities.
- Independently developed the first customer training for Ellucian Journey, a new AI-powered product, within 3–4 weeks; the training later served as the foundation for formal product enablement.
- Established reusable templates and standards for customer-facing guides, scripts, videos, reference materials, Confluence pages, and LMS organization, improving consistency across Delivery, Product, and Platform teams.

OneClass

Ontario, Canada

INSTRUCTIONAL DESIGNER

Feb. 2021 - May 2023

- Managed the design and continuous improvement of learning content.
- Trained 50+ SMEs, enabling them to consistently contribute high-quality instructional content.
- Oversaw the content creation process on the company website.

TUTOR MANAGER

Nov. 2020 - Feb. 2021

- Designed and delivered learning experiences to support SME onboarding and performance.
- Led the expansion of SMEs into the Latin American market.
- Established the Latin American team from 0 to 20+ members.

TandemLaunch

Quebec, Canada

ENTREPRENEUR IN RESIDENCE

Sep. 2019 - Sep. 2020

- Participated in the creation, design and implementation of prototype.
- Assessed risks mitigation and quality assurance of a new technology.
- Managed a start-up project as a Scientific Lead.

Education

Google Project Management Certificate

COURSERA

Online

Mar. 2023 - Nov. 2023

PhD in Optical Sciences

CENTER FOR SCIENTIFIC RESEARCH AND HIGHER EDUCATION

Baja California, Mexico

Aug. 2014 - Aug. 2019

Master of Science in Astrophysics

UNIVERSITY OF GUANAJUATO

Guanajuato, Mexico

Aug. 2012 - Jul. 2014

Bachelor of Science in Physics

AUTONOMOUS UNIVERSITY OF BAJA CALIFORNIA

Baja California, Mexico

Aug. 2008 - Jul. 2012

Volunteer Activity

Center of Help

ESL TRAINER

- Teach English as a second language to adult learners.
- Create learning content and deliver remote presentations.
- Support the non-profit organization to aid USA immigrants.

Maryland, USA

Remote

Sep. 2020 - Aug. 2021

Girls MAP Foundation Inc

MENTOR FOR GIRLS TRIP TOURS' SUMMER PROGRAM

- Train how to reach out to future mentors.
- Give feedback on the work accomplished in the program.
- Guide to define a digital project to present it.

USA

Remote

Jul. 2020