

# MELANIE RUBIN

## INSTRUCTIONAL DESIGNER & PROGRAM MANAGER

### CONTACT

505-261-3214  
ABQ, NM

Melrubin2@gmail.com

Portfolio:  
www.melanierubin.info

https://www.linkedin.com/in/melanie-2017/

### EDUCATION

U. MASS. BOSTON  
Boston, MA

**Masters, Instructional Design**  
Organizational Dvpt. Focus

BROWN UNIVERSITY  
Providence, RI

**Bachelor of Arts**  
Honors, Magna cum Laude

### SKILLS

#### Software

Adobe Creative Suite  
Adobe Premiere  
Adobe Captivate  
Articulate 360/Storyline/RISE  
Camtasia  
Vyond  
PowerPoint & MS Office  
WordPress, SharePoint  
Salesforce/CRM Systems  
Google suite

#### Processes

Rapid development with AI  
Needs assessment  
Project management  
Writing & content curation  
Video production + editing  
ADDIE, SAM, AGILE  
Live + virtual training skills  
Producing live/virtual events  
Process flow mapping  
LMS management & admin.

### OVERVIEW

#### Goal:

I am seeking a position managing and creating educational courses including targeted learning solutions for in-person, online, and hybrid delivery, as well as outreach. This will be a remote instructional design or program management role, working with an aligned team to produce effective, engaging, training and collateral.

### PROFESSIONAL EXPERIENCE

#### Instructional Designer & Project Manager

GP Strategies, contracting to Microsoft Corporation, Redmond, WA, April 2022 – Present.

- Created a dozen AI training courses in RISE + Storyline to expand Microsoft's sales of AI solutions to customers internationally. Used AI tools as part of development.
- Project managed the creation of a dramatic, video miniseries designed to teach essential marketing skills to 5,000+ Microsoft marketers and others worldwide.
- Produced modules in the Intrepid development platform for the MCEM Foundations curriculum, launching a new sales system for 60,000 staff worldwide.

#### Instructional Systems Designer

Melanie Rubin & Associates, ABQ, NM, Jan 2012 – April 2022.

- Produced extensive computer based trainings in Adobe Captivate to train lawyers worldwide how to set up local regulations to protect kids from tobacco marketing.
- Created a curriculum of trainings in Articulate RISE software to train high school teachers how to teach math effectively in Tulsa, Oklahoma.

#### Instructional Systems Designer & Project Manager

Presbyterian Healthcare Services (PHS), Albuquerque, NM, March 2019 – August 2021.

*PHS is the largest healthcare system in New Mexico, and the largest private employer.*

- Created curriculum and materials and co-delivered a 1-yr nurse leadership program. Nurse Managers increased confidence in leading others by 21%.
- Developed computer-based trainings in Articulate Storyline and Adobe Captivate for 10,000 staff, reducing service call costs by up to \$100,000 the first year.

#### Instructional Systems Designer & Co-Director

Acupuncturists Without Borders, Albuquerque, NM, June 2009 – December 2018.

*AWB is a non-profit, training acupuncturists to provide global disaster relief services.*

- Delivered over sixty trainings personally across the U.S. and internationally.
- Managed outreach/fundraising campaigns and wrote successful grant proposals.
- Directed the National Disaster Relief program, and the National Training Program.

#### Instructional Systems Designer

ADC LTD NM, Albuquerque, NM, September 2015 – September 2016.

*ADC trains investigators who conduct security investigations for new Federal employees.*

- Created Camtasia online modules for a 4-week, technical online learning academy, saving the company more than \$1 million in onsite training costs.
- Produced video role plays, including set design, scripting, production, and editing.

# MELANIE RUBIN

## INSTRUCTIONAL DESIGNER & PROGRAM MANAGER

### DEVELOPMENT

DiSC® Facilitator  
Crucial Conversations®  
Crucial Accountability®  
Influencer®  
RELATIONS  
Healthcare Communications  
UNM Continuing Education  
Adobe Illustrator  
Adobe Photoshop  
Adobe Captivate  
LMS Platforms  
National Acupuncture  
Detoxification Association,  
Treatment Certification  
Public Speaking Certification  
www.RichardGreene.org  
Train-the-Trainer Certification  
Peak Potential Training Inc.  
Coaching Certification  
Coach University  
Video and Film:  
Northwest Film Ctr, OR  
Anthropology Film Ctr, NM  
Cambridge TV, MA  
Boston Film Fdn, MA  
Emerson College, MA  
Bunker Hill College, MA

### PUBLICATIONS

*The Home Farming  
Revolution for Drylands*  
Book published 2012  
*What Women Really Want  
from Men, A Dating Manual*  
Book published 2015

### INTERESTS

Salsa dancing  
Hiking  
Gardening and farming  
International travel  
Writing

### PROFESSIONAL EXPERIENCE, continued

#### Director of Communications & Strategic Initiatives

National Family Voices, Albuquerque, NM, October 2011 – June 2013.

*NFV is a U.S. non-profit which represents families of children with special healthcare needs.*

- Developed a national PR pipeline, mentoring affiliated agencies in fifty states.
- Created stakeholder contests which engaged members across the nation.
- Wrote bi-weekly press releases which garnered national media attention.

#### Executive Director and Program Manager

New Mexico Academy of Healing Arts, Santa Fe, NM, September 2007 – February 2009.

*Non-profit massage and bodywork school specializing in continuing education programs.*

- Produced all marketing, outreach, and PR materials, and managed the website.
- Hired and trained new staff and managed employees. Supervised faculty.
- Oversaw curriculum development and educational policies for all programs.

#### Business Turnaround Consultant

Massage PROFIT.com, Nationally, Fall 2005 – Fall 2007.

*Self-owned company, increasing profitability for U.S. bodywork schools and businesses.*

- Provided turnaround admissions and operations consulting for U.S. massage schools.
- Redid a school's website and SEO to make the website 4X more visible than any bodywork school's website in the state.

#### Video Producer

MelanieRubinProductions and Flying Heart Productions, OR and NM, 1999 – 2005.

*Self-owned business, producing programming for schools, corporations, and public TV.*

- Produced documentaries for Oregon Public Broadcasting show "Oregon Art Beat."
- Produced two documentary series for KNME-TV, Public Television in New Mexico.
- Produced promotional and fundraising programs for National Institute of Flamenco.

#### Instructional Designer

Freightliner Corporation, Portland, OR, July 1999 – August 2000.

*This corporation manufactures freight trucks for national cargo transport.*

- Interviewed SMEs to document complex processes for training new employees.

#### Instructional Designer

Creative Media Development (CMD), Portland, OR, September 1997 – December 1998.

*Multimedia company which develops innovative work for some of the world's largest brands.*

- Created and facilitated live and web-based instruction, and produced websites, needs assessments, focus groups, and process maps for customers such as United Airlines, Merck Pharmaceuticals, Best Foods, and Toyota Motor Corporation.
- Authored a book on telephone customer service for CMD Publishing.

#### Instructional Designer and Organizational Development Facilitator

Health Care Coalition and Productivity, Inc., Portland, OR, January 1995 – May 1997.

- Produced trainings for hospitals in continuous improvement.
- Co-facilitated organizational development interventions for healthcare organizations.
- Produced Train-the-Trainer and Off-the-shelf learning packages.