

MELANIE RUBIN

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SENIOR CURRICULUM DEVELOPER | INSTRUCTIONAL DESIGNER | TRAINER

Differentiators: Training that supports the bottom line + Presenting complex technical content simply. Creator of curriculum, videos, and communications for global brands, high-tech companies, schools, and non-profits. Expertise in **training delivery, writing/storytelling, presentation, instructional design, micro-learning and eLearning development, video production, stakeholder and SME coordination, project management, and on-time delivery.** Collaboration with all levels to meet business goals, especially in healthcare and high tech.

KEY CAPABILITIES

In-person and virtual training delivery and moderation • Use of AI tools to expedite instructional analysis and asset production • Articulate Rise and Storyline • Adobe Captivate • Project scheduling and dashboards • Technical writing • Video production with Premiere, Camtasia, Clipchamp, Synthesia, and Vyond • Needs analysis and validation, including interviews, surveys, and focus groups • PowerPoint presentation development

PROFESSIONAL EXPERIENCE

Sr. Instructional Designer & Technical Writer | Skillable, Inc. – Remote (for Microsoft), Dec 2025 – Present

Create training programs at Microsoft that teach employees technical skills needed for their roles.

- Co-developed an innovative, live-virtual, whiteboard-driven, level 400 courses for technical specialists. **Stakeholders debriefed that this innovative approach met Microsoft's focused training objectives.**
- Conduct extensive review of team trainings for quality control, brand compliance, accessibility, and global readiness. **Piloted and documented AI-driven testing processes to expedite QA.**

Sr. Instructional Designer & Technical Writer | TEK Systems – Remote, Sept 2025 – Nov 2025

Brought in to support a fast-turnaround project.

- Development of six self-paced Storyline modules for **rapid onboarding in a corporate merger.**
- **Conducted extensive AI research of complex content** for simple presentation of technical information.
- Created **hundreds of soundbites of complex audio using the AI production tool WellSaid.**

Sr. Instruc. Designer, Tech. Writer, Video Producer | GP Strategies (Microsoft) – Remote, Apr 2022 – Jun 2025

Supported multiple departments including Marketing Learning and Onboarding in the MCAPS division.

- Produced an online Storytelling course in Rise that **engaged 13,000 learners in a month**, using short animations, with **satisfaction scores of 158/200** and **results like: "Most impactful training in decades!"**
- Collaborated with executive stakeholders to **design online training for 60,000+ employees worldwide.** This fast-turnaround course **successfully launched Microsoft's new sales system globally.**
- Produced a **Netflix-style dramatic video series** that **trained 5,000+ Microsoft Marketers worldwide** including script direction, casting, overseeing all production, post-production, graphics, and audio.
- **Co-developed a 7-city live roadshow** that was so successful it was **immediately adapted for virtual delivery.** Results such as: **"One of the best workshops ever attended at Microsoft."**
- Led a team of designers and **created a series of micro-learning modules for AI solution sales** that saved **tens of thousands of dollars by not taking sales reps out of the field for longer, in-person training.**

Sr. Instructional Designer, Video Producer, PR Rep. | Melanie Rubin & Associates, Jan 2012 – Present

Self-owned company producing training, outreach, and education for diverse clients.

- Created a Federally required, 4-wk, online academy training U.S. security clearance investigators. This approach **saved the client organization \$1 million in training costs** for in-person delivery.
- Produced **asynchronous Rise courses for PK–12 educators** (TNTP, Inc.), for teacher development that **received high satisfaction scores from the client organization.**
- Created 15 Captivate courses **training lawyers globally to protect children from tobacco marketing.**
- Spearheaded **PR for arts events**, gaining top exposure in New Mexico print, digital, and television media, including **successfully getting hundreds of attendees to the events publicized.**
- **Produced highly rated documentaries for Oregon Public Broadcasting and KNME-TV, Public TV, NM.**
- **Manager of Video Production**, Productivity, Inc., training **Fortune 100 companies like Ford Automotive how to maximize quality and minimize costs and manufacturing breakdowns.**

Sr. Instructional Systems Designer & Trainer | Presbyterian Healthcare Svc. – ABQ, NM, Mar 2019 – Aug 2021

Diverse training and outreach development for internal communications in the largest healthcare system in NM.

- Developed/Co-delivered in-person/online **leadership training for the organization's 600+ managers.**
- Created eLearning training for 10,000 staff, reducing service call costs by up to \$100,000 in the first year.
- Created Storyline **training on Blood products management, saving an estimated \$100K the first year.**
- Designed the first **nurse leadership program, raising leadership confidence by 21%.**

Sr. Instructional Systems Designer & Trainer | Acupuncturists W/O Borders – ABQ, NM, Sept 2013 – Sept 2019

This international non-profit trains acupuncturist how to deliver trauma relief world-wide after emergencies.

- **Redeveloped the national training program**, including instruction, training trainers, and **personally delivering 60+ U.S. & international trainings.** Process improvements **saved ~800 employee hrs./year.**
- **Created the online training program**, which is still a **major revenue source for this non-profit.**
- **Led rebranding and website redevelopment**, helping the nonprofit reach its 20th anniversary.

Director of Communications & Strategic Initiatives | National Family Voices, ABQ, NM, Oct 2011 - June 2013

National Family Voices is a U.S. non-profit which represents families of children with special healthcare needs.

- Wrote **case studies for the D. C. lobbying team that successfully got legislation passed.**
- **Worked with 50 state agencies and created a national Facebook PR pipeline.**
- **Engaged parents and children across the U.S. by launching innovative contests.**

EDUCATION

Master of Education, Instructional Design (focusing on organizational systems) University of MA, Boston

Bachelor of Arts, Energy & Envirt. Brown University — Phi Beta Kappa, Magna Cum Laude, Honors

Video/Film Studies | Anthropology Film Center, Santa Fe, NM | NW Film Center, Portland, OR | Cambridge Community TV, Boston Film Fdn., Emerson College, Bunker Hill College, Martha's Vineyard Community TV, MA

PROFESSIONAL DEVELOPMENT & CERTIFICATIONS

Adobe Illustrator • Adobe Photoshop • Adobe Captivate • LMS Platforms • DiSC Facilitation • Crucial Conversations • Crucial Accountability • Influencer • Public Speaking (Richard Greene) • Train-the-Trainer (Peak Potentials) • Coaching Certification – Coach University • Synthesia and Second Nature Training, Microsoft