

TAL GRIBBINS

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Project Management | Creative Direction | Instructional Design

PROFILE

Process-driven, results-oriented creative professional experienced at developing innovative, scalable, high-impact learning and development, marketing, and design solutions across a range of categories. Exceptional at project management, strategic planning, idea generation, and alignment of cross-functional stakeholders.

EXPERTISE

<i>Professional Skills</i>	Project Management Instructional Design Workforce Development Marketing & Advertising Communications Brand Strategy & Integrity
<i>Technical Skills</i>	Adobe Creative Suite Articulate 360 Suite Microsoft Office 360

CAREER HIGHLIGHTS

Project Management

- Managed project lifecycle from initial concept through development, testing, and final deployment.
- Developed cohesive, objective-driven plans, schedules, and budgets.
- Served as main contact for status updates, troubleshooting, quality control oversight, resource allocation, and metrics tracking.

Management

- Managed cross-functional departments and teams ranging from 5 to 25 employees.
- Responsible for work prioritization and assignments; product development review and feedback across all stages of development; coaching and mentoring; and professional development, annual performance appraisals, and other managerial functions.
- Coordinated sales and marketing functions across multiple divisions.

Instructional Development and Design

- Worked with operations and engineering, subject matter experts, and other stakeholders to create scalable, strategically-focused, practical and engaging instructor-led, eLearning, and operator qualifications training programs, job aids, and other training materials.
- Conducted needs analyses, wrote strategy briefs, and developed and implemented learner-focused online, blended, and micro-training designed to align with procedures and strategies, operational and safety goals, and corporate culture and values.
- Planned learning programs, units of study, interdisciplinary curriculum connections, and final assessments and rubrics for inquiry- and project-based learning.

Marketing / Advertising / Design

- Developed domestic and international marketing communications plans, budgets and launch strategies for new products and services.
- Developed, wrote, and designed advertising, sales and marketing collateral, direct marketing campaigns, and annual reports and other investor communications.
- Crafted impactful brand strategies and solutions and comprehensive visual systems, balancing creative aesthetics with strategic objectives tied to client values, goals, and market positions.
- Developed and executed global trade show and event marketing plans, exhibits, and related lead generation and sales close strategies.
- Served as editorial director for employee communications programs.

ACHIEVEMENTS

- Increased department efficiency 45% through the development and refinement of new development process workflows and communications templates.
- Lead the move towards LMS-based assessment solutions for classroom and computer-based learning.
- Tapped to create C-Suite video packages for use at public functions to promote the company.
- Chosen to beta MS Copilot for the company, and subsequently tapped to serve as an *MS Copilot Champion* to assist the organization in phase two rollouts.
- Developed a multi-component promotional campaign for a financial institution, with results surpassing 150% of projected goal.
- Increased productivity by redesigning the workflow tracking and filing system of a major tradebooks publisher in order to streamline operations resulting in a 47% increase in efficiency.
- Increased academic performance by 37% by developing proprietary curriculum and teaching strategies for an International Baccalaureate Middle Years Programme campus.
- Marketing and design work recognized by the American Advertising Federation ADDY® Awards, the Telly Awards, and the Texas Marketing Council Lone Star Awards.
- Recipient, *Commission of Kentucky Colonel* — Given for exemplary strength of character, leadership, selflessness, dedication to the welfare of others, and ongoing contributions to the local community and the Commonwealth of Kentucky.
- Recipient, *Thomas Jefferson Volunteer Award* — Given for meritorious community service.

EMPLOYMENT

Sr. Learning Architect & Project Manager — *Plains Midstream* — 2022-Present

International Baccalaureate MYP Coordinator / Instructional Designer — *Houston ISD* — 2017-2022

Classroom Instructor — *Houston ISD and Katy ISD* — 2008-2017

Creative Director / Owner — *Brainpower Inc.* — 1997-2008

EDUCATION

Post Grad Study in Visual Design Principles and UI/UX Design — UC Berkeley, *Berkeley, CA*

Post Grad Study in Educational Theory and Practice — University of St. Thomas, *Houston, TX*

Bachelor of Fine Arts (English Minor) — University of Louisville, *Louisville, KY*