

# TiAn Vetter

Instructional Design • Visual & Graphic Design • Program & People Management

## PROFILE

Global Sales Curriculum Manager with 11+ years of experience in instructional design, adult learning, curriculum development, and program and people management. Obtained Master's degree in Information and Learning Technologies from the University of Colorado - Denver. Specialize in eLearning design and development, curriculum and content design, training and facilitation, training needs and task analysis, multi-media learning, and program management. Seeking to contribute my experience, skills, and expertise as a Senior Curriculum Manager in a long-term career position. View more about me at [www.tianvetter.com](http://www.tianvetter.com).



Message via LinkedIn



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[linkedin.com/in/tianvetter](https://www.linkedin.com/in/tianvetter)



<http://www.tianvetter.com>

## SKILLS

### PROFESSIONAL

eLearning Design & Development  
Adult Learning  
Curriculum Development  
Course Development  
Blended & Classroom Instruction  
Onboarding Training & Processes  
Visual & Graphic Design  
People Management  
Program Management

### TECHNICAL

Adobe Photoshop & Illustrator  
Adobe Captivate & Articulate Storyline  
Cornerstone & Captivate Prime  
TechSmith Camtasia  
Salesforce  
Microsoft Office & Google Suite

## EDUCATION

### MASTER'S DEGREE, 4.0 GPA

University of Colorado - Denver  
Information and Learning Technologies  
2014 - 2016

### BACHELOR'S DEGREE

Fort Lewis College  
English Literature, Creative Writing, Art  
2002 - 2008

## EXPERIENCE

### GLOBAL SALES CURRICULUM MANAGER, 6/2018 – present

ADOBE | DENVER, CO (Adobe acquired Marketo in 11/2018)

*previously* HEAD OF LEARNING & DESIGN, GLOBAL SALES, MARKETO

- Oversee the design and development of multiple role-relevant, comprehensive, learning programs that include eLearning, live (and virtual) training, multi-media assets, hands-on application, and coaching components
- Advise on best practices in instructional design with particular focus on innovative creation of blended, instructor-led, and digitally delivered content
- Manage an exceptionally high-performing team within an extremely fast-paced environment, while continuously elevating team member skills
- Design, develop, execute, and maintain various Global Sales Enablement programs and initiatives that include onboarding programs, new releases, sales processes, quarterly release trainings, and go-to-market strategies
- Partner cross-functionally in driving various projects and deliverables to ensure solutions are successfully aligned to strategic sales initiatives across multiple regions

### SENIOR INSTRUCTIONAL DESIGNER, 7/2017 – 6/2018

TSYS | BROOMFIELD, CO

- Produced high-quality and innovative learning experiences that contained self-paced and interactive eLearning, instructor-led courses, webinars, job-aids, scenario-based learning, and blended solutions
- Collaborated with groups across the organization to analyze, design, develop, produce, implement, and maintain content for learning solutions that were appropriate for the culture and level of expertise of individual users of the organization's various programs, products, solutions, processes, and services
- Managed various learning solution projects, established project timelines and parameters, maintained project materials, provided status reports to management throughout project lifecycles, and prioritized assigned projects as needed
- Mentored and coached internal team of sales trainers, advising on best practices for adult learning and instructional design

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## INTERESTS

Innovative Learning Solutions  
Professional Development  
Emotional Intelligence  
Microlearning Programs  
Web & Graphic Design  
Painting & Photography  
Oxford Comma

## REFERENCES

### **Kathryn (Katie) Nester**

*Associate Director of Admissions*  
**Fort Lewis College**, Durango, CO

### **Nicole Petruccione**

*Customer Education Manager*  
**JumpCloud**, Louisville, CO

### **Kylie McCue**

*Instructional Designer*  
**TBK Bank**, Brighton, CO

More information upon request.

## EXPERIENCE - CONTINUED

INSTRUCTIONAL DESIGNER, 2/2017 – 7/2017

THE CE SHOP | DENVER, CO

- Researched and organized information and compiled instructional materials (tutorials, references, audio and video scripts, storyboards, navigational text, assessment questions, etc.) to create appropriately timed courses that met regulatory requirements and followed adult eLearning pedagogy
- Developed course outlines and objectives (Bloom's levels 1-6), determined user, selected appropriate training approach best suited for the content, structured course content, and developed curriculum to be implemented in full course cycles
- Transformed complex, unorganized information into clear and effective multi-media training and instruction in an extremely fast-paced environment

INSTRUCTIONAL DESIGNER, 2/2016 – 2/2017

GHX | LOUISVILLE, CO

- Conducted needs and task analyses with stakeholders to scope projects and identify needs of training curriculum
- Designed and developed learner-centered training programs and online courses to support curriculum, including conducting initial SME interviews, writing storyboards, and developing the storyboards in Articulate Storyline
- Designed and developed effective certification assessments in Articulate Storyline, including simulating customer tasks in software environment
- Developed strong, collaborative relationships with internal stakeholders, including project management and implementation teams, to ensure smooth and timely transition of information out to customers

LEARNING AND DEVELOPMENT SPECIALIST, 2/2011 – 2/2016

CONSTANT CONTACT | LOVELAND, CO

- Designed, developed, updated, and responsible for the continuous improvement of New Hire Training materials (eLearnings, presentations, job aids, facilitator guides, communications, and other training solutions)
  - Redesigned multi-week Core training program from 3/2015 to 6/2015
- Developed and conducted needs assessments to proactively identify learning and development needs for ongoing training effectiveness
- Partnered with HRBPs and hiring managers to forecast class sizes and specific needs for cross-departmental customers
- Facilitated Core training program as well as managed participants by tracking attendance, managing the learning event, providing real time feedback, and assessing knowledge and skill acquisition
- Optimized the use of technology and media in training programs and maintained an in-depth practical knowledge of learning best practices and Constant Contact's systems and procedures