

RICH WROBEL - MBA, MS

Olathe, KS

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Instructional Designer | E-Learning Developer | Professor | Corporate Trainer | Advisor | Web Design

Accomplished and skilled academic professional with demonstrated experience in collegiate teaching, program development, curriculum development, online course design, evaluation, assessment, and instructional design, and possesses an entrepreneurial mindset guided by strategy, logic, innovation, and creativity. Skilled in analysis, project management, leadership, organizational skills, and attention to detail. Exceptional collaboration, organization, and communication skills & highly proficient with the latest digital design software, media, and web technologies.

As a seasoned educator, my overarching mission is to create a learning environment, whether in a classroom, corporate training room, or online, that enables a learning path that is engaging, user-friendly to navigate, and logical in understanding. It contains content with a real-life narrative that is relevant & proficiently assimilated. Following this simple yet effective avenue, stellar outcomes are steadfast and provoke critical thinking and a foundational basis for more learning to occur.

CORE COMPETENCIES

Advisor | Agile | Analytical Thinker | Effective Collaborator | Creative | Detailed Minded
Emotional Intelligence | Innovative | Leader | Organized | Strategic | Team-Oriented | Tech-Savvy

TECHNICAL SKILLS

ADDIE | Adobe Creative Cloud | After Effects | Acrobat | Audition | Captivate | Illustrator | InDesign | Photoshop
Premiere Pro | Spark | XD | Articulate 360 | Audacity | Banner | Blackboard | Camtasia | Canvas | Captivate
Google Suites | Google Ads | Analytics | Docs | Drive | Forms | Jamboard | Sheets | Sites | Slides | Graphic
Design | Instructional Design | Kanbanchi PM | LMS Administration | Microsoft Office Suites | Word | Excel
PowerPoint | Teams | Microsoft Project | Photo Editing | Proofreading | QuickBase | QuickBooks | Redmine PM
Rise 360 | Salesforce | Shopify | Sketch | Social Media - Facebook - Instagram LinkedIn | WordPress | Zoom

AREAS OF EXPERTISE

Academic Advising | Account Management | Adult Learning | Audio Editing | B2B | Branding | Business
Development | Direct Mail | Business Strategy | Collegiate Teaching | Content Management | Copy Editing
Copy Writing | Corporate Training & Development | Course Design | Curriculum Development | Digital Learning
Digital Marketing | Distance Learning | E-Commerce | Ed Tech | E-Learning | Entrepreneurship | Graphic Design
Video Intro & Outro Development | Retail Management | Marketing | Multimedia Development | Online
Instruction Operations Management | Project Management | Public Speaking | Publishing | Student Recruiting
Retention Specialist | Small Business Consulting | Start-up Advising | Technical Writing | Video Curation
Video Editing | Website Design

WORK EXPERIENCE

Business Consulting

Alameda Technologies - IT and Energy Consulting | Alameda, CA (01/2023 - Present)

- Advising CEO/Founder to develop key business strategies and formulating a subsequent business plan for a new energy storage initiative. Conducting research in the energy sector and energy storage industry. Compiling reports to guide compatibles and scale for grid application. Project to launch 2023 third quarter.

WORK EXPERIENCE

Managing Director

Vi Educational Consulting | Kansas City, MO (07/2022 - Present)

- Oversee operations, website, and marketing activities to meet the organization's objectives. Built, updated, & maintain the Vi Educational Consulting-related websites, ensuring all follow digital best practices (i.e., SEO, layout, information architecture, styling, metadata, titles, text, and images) and align with UX best practices.
- Produced complete and accurate content for website home & landing pages and other digital outlets, including formatting and reviewing content, inserting images and files, overall navigation flow, and template layout/functionality.

Sales Business Manager

Full Potential Solutions | Kansas City, MO (11/2021 - 1/2023)

- B2B sales engaged with business prospects to generate interest, fulfillment requests, and new business sales of Ooma Office VoIP telecommunication system & Uber Eats Upsell program offerings.
- Curated audio demo to highlight system capabilities & developed client profile template to streamline workflow and standardized process protocol. Created campaign email templates to facilitate call-to-action.

Solar Energy Consultant - Owner

Power Solar - DBA Sunny Day Solar - | Olathe, KS (03/2021 - 11/2021)

- Design solar photovoltaic (PV) energy systems with advanced solar panel and inverter systems, battery storage, energy monitoring to gauge capacity and output, electric vehicle charging stations, and energy efficiency technologies.
- Conducted research to create a knowledge base of legislative, regulatory, and historical data, the energy industry, and market trends to educational & advise on alternative power sources & energy sector programs.
- Crafted content, developed, and launched the Sunny Day Solar website utilizing an educational approach to inform the web audience about global warming, sustainability, and solar power as an alternative energy source.

Articulation Program Analyst - Strategic Partnerships

University of Arkansas - Grantham | Lenexa, KS (05/2020 - 10/2020)

- Appointed by the University President to spearhead strategic partnership articulation program expansion as a designated institution subject-matter expert (SME) and project owner ensuring compliance standards and regulations addressed.
- Analyzed institutions of higher education offerings and determined course and program equivalencies to identify potential partnerships to drive growth to 370%. Executed outreach that ushered a campaign of conference calls of academic-level decision-makers that culminated in a pipeline of 26 reciprocating institutions, six in review status, and three finalized articulation agreements.
- Pioneered a project management digital infrastructure for the Articulation Program utilizing software applications for analysis, identified trends, document workflow, reports, and shared visibility resulting in a 60% reduction in processing time. Developed the first phase of a machine learning (AI) model (Google Cloud -AutoML Natural Language) to scale information analysis.

University Outreach Representative

University of Arkansas - Grantham | Lenexa, KS (12/2018 - 04/2020)

- Developed and managed the Personal Finance & Critical Thinking for Leadership courses, curriculum, and content for the institutions' Military & Community outreach offering, culminating as a flagship lead generation asset for the Outreach Department. Served as program administrator managing content via a learning management system (Blackboard) for student enrollment, course completion, assessment, and awarding a certificate of completion.
- Identified opportunities for new partnerships and drove brand awareness, community goodwill, and institution offerings by building an extensive sales pipeline by networking, holding monthly military base briefings, and planning community, corporate, and Chamber of Commerce presentations. Exceeded departmental goals in lead creation and signed partnership agreements leading to a potential 12,000-15,000 new student pool.
- Created instructional materials, marketing briefs, storyboards, scripts, and email templates. voice-over, intro sections, edited audio tracks and video sequences utilized in complementary course offerings.

WORK EXPERIENCE

Assistant Professor - Business Faculty

University of Arkansas - Grantham | Lenexa, KS (11/2014 - 11/2018)

- Performed Online teaching, developed curriculum, edited and designed course content, conducted assessment analysis, grade distribution, utilized distance learning educational models, and technology-assisted instruction.
- Delivered college-level content and instruction in the following disciplines; Introduction to Business, Fundamentals of Marketing, Marketing Communications, Foundations of Business Management, Personal Finance, Entrepreneurship, Entrepreneurship Finance & Accounting Fundamentals, Entrepreneurial Marketing & Operations, E-Commerce, Introduction to Computer Systems, Advanced Computer Applications.
- Executed the instructional design, created learning activities, assignments, and assessments, and served as Subject Matter Expert (SME) for E-Commerce and Business Management Online courses by utilizing instructional technologies and publisher assets using ADDIE, Bloom's Taxonomy, and Adult Education pedagogy methodologies.
- Pioneered computer-based training (CBT) modules assimilation within the business school curriculum. Analyzed, updated, and refined existing Online content for E-Commerce, Entrepreneurial, Marketing, and Management courses in measuring course participation and outcomes.
- Developed digital knowledge base system (Wiki) and management system, created instructor manual, PowerPoint decks, and conducted training with faculty on new learning technologies and Wiki resources.
- Executed faculty evaluations to support leadership development initiatives and staff development. Chaired the Faculty Relations Committee that spearheaded leadership initiatives to promote goodwill and positive public relations, culminating in eight faculty project initiatives.

Senior Academic Student Advisor

University of Arkansas - Grantham | Lenexa, KS (07/2009 - 10/2014)

- Advised and managed a 150-225 student portfolio in overseeing academic progress, program selection, registration, counseling, and educational success strategies, and implemented marketing automation processes.
- Streamlined student communication and interaction, performed needs analysis, and troubleshoot issues related to academic progress. Achieved retention, re-enrollment, and degree completion metrics, promoted to mentor and senior-level advisor positions.

NON-PROFIT EXPERIENCE

Executive Director

Vererans' Voices Magazine - Kansas City, MO (11/2019 - 12/2020)

Championed the organizational mission and provided stewardship for the growth and impact of the historic 80-page Veterans' Voices Magazine. Key advisor in the strategic and operational development to innovate and modernize the publications' internal processes, digital environment, and outreach initiatives. Promoted the organization, programs, and goals, executed grant submissions, grant compliance & reporting, and assessment. Facilitated and oversaw writing and fundraising endeavors. Edited copy utilizing AP style and assisted Editor-in-Chief in compiling veteran writings and artwork layout of the quarterly publication.

EDUCATION

University of Arkansas - Grantham	Lenexa, KS
Master of Science	
Information Management Technology	
University of Arkansas - Grantham	Lenexa, KS
Master of Business Administration	
Business Administration	
Emporia State University	Emporia, KS
Bachelor of Science	
Marketing Business Administration	

LINKS

- Portfolio at www.rich4solutions.com
- [Linkedin.com/in/richwrobel](https://www.linkedin.com/in/richwrobel)