Andrew F. Rosbury

Experienced Instructional Designer and higher education professional with 14+ years of expertise in developing diverse learning experiences using ADDIE, SAM and Quality Matters standards. Passionate about leveraging instructional design to enhance employee training effectiveness, engagement, and application within a dynamic professional environment.

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Portfolio
214-663-0993
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KEY SKILLS

- Instructional Design
- Curriculum Development
- Adult Learning & Instruction
- E-learning Development
- Learning Management Systems

- Video and Media
- Cross-functional Collaboration
- Workshop facilitation
- Organizational Leadership
- Public Speaking

EXPERIENCE

Belmont University
Adjunct Professor, Department of Communication Studies, *2023-Present*
- Led the planning, organization, and implementation of oral communication assignments focused on skills development, content selection, and professionalism.
- Conducted research to identify areas requiring additional training or further skill development for practical applications.
- Assessed, revised, and improved existing or proposed learning programs, recommending and implementing changes towards effectiveness and engagement.
- Designed, developed, and sourced new training materials to enhance program quality and assignment completion.
- Collaborated with external consultants and resource providers to identify and improve existing curriculum.
- Managed and tracked learning assessments and improvement plans for learners who did not meet performance standards.
- Coordinated training and development sessions for learners, including setting up virtual conferencing platforms (Zoom), preparing training materials, and distributing relevant resources to participants.

Middle Tennessee State University
Adjunct Professor, Department of Communication Studies, *2022 – 2023*
- Designed and developed hybrid and online learning experiences using Adobe Captivate, Adobe Premiere, and Camtasia to create interactive digital resources.
- Measured learning outcomes and performance through the creation of formative and summative assessments within the D2L LMS.
- Developed hands-on activities and resources for general education courses, resulting in a 30% increase in course completion and a 55% boost in student retention.
- Led and delivered 150 hours of collegiate-level coursework, presenting advanced content in an accessible format for non-expert audiences.

- Enhanced learner engagement and retention by authoring and distributing weekly email communications and blog posts.

Collin College
Associate Faculty, Division of Humanities and Social Sciences, *2016-2021*
- Managed onboarding and matriculation processes for 100 students per semester, ensuring smooth transitions and integration into the academic environment.
- Developed e-learning content for 75 on-campus and distance learning courses using Adobe Captivate, Camtasia, and Canvas, while logging over 2,500 hours of face-to-face instruction.
- Produced instructional videos and job aids using Camtasia and SnagIt to onboard new students to the college LMS (Canvas) and various technical tools and resources.
- Facilitated in-person workshops on translating course content to real-world applications, enhancing group communication, and fostering professional conduct in diverse, inclusive work environments.
- Designed and implemented creative learning strategies, including verbal and non-verbal solutions, to support neurodiverse and functionally challenged learners.
- Utilized performance and learning metrics to guide course redesigns and support instructors in maintaining quality assurance standards.
- Created and standardized a distance learning master template for a communication course, adopted by instructors across five campuses.

Regent University
Graduate Teaching & Research Assistant, *2010-2015*
- Developed and migrated graduate school course content to Blackboard LMS, ensuring seamless integration for faculty members.
- Supported weekly professional development sessions, assisting faculty in optimizing the use of the university's LMS for effective course delivery.
- Created and edited instructional e-learning content using tools such as Camtasia, SnagIt, Adobe Audition, Adobe Premiere, Apple Final Cut, and YouTube to deliver engaging multimedia resources.
- Designed, administered, and analyzed internal department surveys to guide curriculum improvements and drive program redesign.
- Led all phases of a multi-year research project, culminating in a 320-page report and multiple research papers that contributed to departmental growth.

TECHNICAL SKILLS & TOOLS

E-learning Development: Adobe Captivate, Articulate Storyline, Articulate Rise 360, Canva, Genially
Learning Management Systems: Canvas, Blackboard, Desire-2-Learn, Moodle
Video and Media: Adobe Premiere, Adobe Audition, Camtasia, Final Cut
Content Creation: Adobe Design Suite, SnagIt

EDUCATION

Graduate Certificate in Instructional Design, University of Tennessee Knoxville
PhD, Strategic Communication, Regent University
Master of Arts, Communications, Southwestern Baptist Theological Seminary
Bachelor of Behavior Science, Telecommunications, Hardin-Simmons University