

# Robert Grotans

## SUMMARY

---

I am an instructional designer with a background in graphic communications. My work experience covers a wide range of areas including information technology, marketing, and technical support.

## SKILLS

---

Adobe Captivate, Adobe Creative Cloud, HTML/CSS, eLearning, interactive training, Mac OSX, Microsoft Office, Moodle, social media, and Windows.

## EDUCATION

---

### **Master of Arts in Information and Learning Technologies,**

Focus: Instructional Design and Adult Learning

University of Colorado Denver  
2016-2018

**Bachelor of Science in Graphic Communications,** Communication  
Western Michigan University  
2006-2010

## CONNECT WITH ME

---



<https://www.grotans.com>



<http://www.twitter.com/rgrotans2>



<https://www.linkedin.com/in/robertgrotans>

## EXPERIENCE

---

### **Global Technical Marketing and Sales Engagement Manager**

X-Rite | Pantone

July 2018 - Present | Grand Rapids, MI

- Manage global onboarding sales program for training new associates.
- Produce marketing videos focused on acquiring new customers.
- Organize and facilitate sales and educational customer webinars.
- Write sales guides and white papers for new products and technical topics.

### **Project Leader / Color Services Analyst**

X-Rite | Pantone

January 2011 - July 2018 | Grand Rapids, MI

- Supported the launch of Moodle-based eLearning site and grew it to more than 50,000 customers worldwide.
- Worked with subject matter experts to develop and produce training for new products and services.
- Ensured technical execution of service offerings including device measurements, on demand print production, and portal administration.
- Developed educational content for social media channels.

### **Office & Lab Assistant for Department of Chemical and Paper Engineering** Western Michigan University

September 2009 - December 2010 | Kalamazoo, MI

- Designed a new brochure for the Graphics & Printing Science program aimed at recruiting prospective students.
- Created fliers and posters for events and instructional purposes.
- Assisted students with projects in computer lab and print lab.

### **Internship**

West Press

May 2010 - August 2010 | Tucson, AZ

- Worked in all departments of a print shop including digital, graphics/prepress, pressroom, estimating, & business.
- Performed preflighting and prepress functions including typesetting, layout, and color separations.
- Worked on a six-color Heidelberg Speedmaster SM 74 press.

### **IT Specialist for the College of Arts & Sciences**

Western Michigan University

September 2008 - April 2010 | Kalamazoo, MI

- Assisted instructors with the use of classroom technology.
- Maintained and developed the College of Arts & Sciences Technology website.
- Created and maintained instructor wikis containing student resources.