

Krystal Grullon | Instructional Design & Content Strategy Expert

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Creative and strategic content professional with 4+ years of experience designing high-impact enablement materials, managing content systems, and collaborating cross-functionally across sales, marketing, and product teams. Proven ability to craft compelling narratives, optimize content performance, and align stakeholder messaging in fast-paced, tech-driven environments. Adept in tools like Articulate Storyline, Figma, Highspot and Cohesion.

CORE COMPETENCIES

- Sales Enablement Content development
- Sales Content Strategy
- LMS/CMS Management
- Instructional Design
- Learning Development Tools
- B2B SaaS Enablement
- Stakeholder Messaging

PROFESSIONAL EXPERIENCE

HP Inc. *Remote*
Feb 2023 – Present
Instructional Designer

- Designed and implemented a 4-quarter content review cycle for Hybrid Work Solutions portfolio, improving training relevancy and consistency.
- Saved ~\$22.4K in training costs through efficient project management and internal content development.
- Partnered with regional stakeholders to create segment specific content, translated to 8 different languages across global markets, aligning with localized needs.
- Released 5 module courses covering the breadth of HP's hybrid portfolio (ranging 35–60 min) in Q3 FY24 using Storyline Articulate.

NPI Enablement Content Manager *Nov 2021 – Feb 2023*

- Developed and launched engaging enablement collateral (e.g., whitepapers, infographics, training decks, pitch materials) for global B2B and B2C sales teams, increasing product knowledge and sales readiness by 27% in HP's Q2.
- Managed CMS Highspot and Cohesion, owning content governance and review cycles.
- Designed customer and internal sales pitch decks in collaboration with Global Product Managers.
- Led content audits, including taxonomy and obsolescence review.
- Supported creative direction for marketing campaigns with brand-aligned visual and messaging strategy.

TD Bank
Assistant Store Manager

New York, NY
Jun 2020 – Nov 2021

- Led front-line staff and managed commercial relationships, contributing \$1.4M in new deposits.
- Ensured compliance and risk mitigation through AML protocols in high-volume environments.

Naturally Us Collective
Content and Media Manager

New York, NY
Feb 2019 – Nov 2022

- Produced and optimized bilingual content strategies across social platforms (Instagram, TikTok, YouTube).
- Analyzed performance metrics to refine brand messaging and digital engagement.

EDUCATION

B.A. Media and Communications
Certification: Animation Industry Essentials

SUNY College at Old Westbury, NY
New York University, NY

TOOLS & PLATFORMS

- Storyline Articulate
- Canva
- Adobe Creative Cloud
- Highspot
- Cohesion
- Camtasia
- Google Analytics
- Wix, GoDaddy Website Builder

Portfolio Password: KG Designs

[Sample Enablement Plan](#) (Google Slides)