

Krystal Grullon

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Articulate RISE | Storyline 360 | Camtasia | Figma | Google Analytics

EDUCATION

B.A. Media & Communications - SUNY Old Westbury

CORE COMPETENCIES

- Member Engagement Strategy
- Enablement Content Development
- GTM Asset Creation
- Curriculum & Learning Design
- CRM Platforms (Highspot, Salesforce)
- Project Management & Workflow Optimization
- Sales Methodologies (Challenger, Solution Selling)
- Customer Journey Mapping
- Data Analytics and reporting
- Strategic Storytelling
- Multi-channel communication

PROFESSIONAL EXPERIENCE

Municipal Credit Union

Member Engagement & Experience Specialist

June 2025 - Present

Execute member engagement initiatives and in-branch activation programs aligned to organizational growth and retention goals, increasing deposit growth and member participation.

- Translate member feedback data into targeted engagement tactics and service messaging, improving experience quality and sustaining 4.6+ CSAT ratings.
- Partner with in-branch leadership to pilot and optimize incentive-based engagement campaigns, tracking participation, satisfaction and behavioral outcomes to inform future initiatives.
- Serve as insight contributor during monthly stakeholder meetings, identifying experience gaps, messaging opportunities and engagement trends to support member lifecycle optimization.

HP Inc.

Instructional Designer

February 2023 – June 2025

Created and executed net new training programs, LMS courses, and course modifications for global B2B and B2C sales teams in partnership with Product Development and Sales Enablement Teams.

- Crossfunctionally conducted needs based analysis to develop on-demand, live, microlearning, and real world simulation training courses for Hybrid Work Solutions (formerly Polycom) Technical & Sales Certifications, saving ~\$22.4K in training development costs during HP's FY24 Q2.
- Led content focused stakeholder meetings to align learning strategy and product development roadmaps in the legacy training landscape, ensuring content shapes engagement.
- Collaborated with Technical and Sales Certification Managers to adhere to Bloom's Taxonomy and Maslow's Hierarchy of Learning Theory.
- Facilitated and executed the release of quarterly course updates, tracking post-training KPIs (training engagement, knowledge retention, win rates, ramp time, pipeline growth, etc) to establish performance baseline and showcase ROI.

NPI Enablement Content Manager

Nov 2021 – Feb 2023

Oversaw enablement content development for Polycom product launches, working cross-functionally with Product Marketing, Sales and Revenue Enablement teams to identify and align content strategy with GTM goals.

- Created, designed and deployed over 200 scalable enablement assets, amassing global adoption of ~600 B2B and B2C sellers.
- Designed user focused content for live-virtual enablement sessions, including new product launch briefings, certification update sessions and sales kick-offs.
- Wrote & edited B2B and B2C sales pitches and corresponding Sales Plays for global sales teams, increasing pitch use by ~47% during HP's FY22 Q1-Q4.
- Built and maintained content in internal CMS, improving content awareness, accessibility and governance, raising sales teams' adoption by ~62% QoQ during HP's FY22 Q1-Q3.
- Produced and launched NPI sales plays for global sales teams, accelerating new seller onboarding period by 3 -4 weeks (based on average learning pace).
- Conducted a quarterly report (QBR) to aggregate and analyze performance metrics like adoption rate, completion rate, clicks, access timeframe, and sales revenue correlations.

TD Bank

Assistant Store Manager (56th & 1st)

June 2020 – November 2021

Oversaw all operational functions including loss control, compliance, customer retention and audit standards.

Successfully passed all audits during tenure as ABM.

- Facilitated coaching and skills training increasing staff knowledge and selling confidence.
- Reviewed credit applications, credit exceptions, and analyzed credit application underwriting for the branch and reduced risk by 75%
- Developed and managed business relationships through Salesforce Client Retention Manager.

Store Supervisor (57th & 3rd)

May 2019 – June 2020

- Drive, reinforce, and demonstrate meeting operational, customer and sales objectives.
- Developed and maintained business relationships with wealth and commercial clientele. Facilitated sales referrals and cross selling of commercial products.
- Manage all operational and compliance activities on teller line, customer service and vault operations.
- Supervise day-to-day team activities to ensure operational excellence and compliance with policies and procedures to mitigate risk.

CSR I (Bronx, NY)

December 2016 – May 2019

Managed quality communication, customer support and product representation for each client.

- Daily maintenance of retail client accounts and transactions.
- Met sales goals quarter over quarter, bringing +\$32k QoQ for length of tenure.
- Ensured monthly/quarterly accuracy of client statements with the ability to understand a wide range of securities types and transactional activities common to retail banking accounts.