

# ANNIE BROCK

*Creative, systems-minded writer and education expert with a passion for clarity, empathy, and impact. Skilled in building thoughtful, scalable content solutions that engage users, support outcomes, and bridge the gap between information and understanding.*

+1 785 221 7302  
Holton, Kan. 66436  
anniemaebrock@gmail.com  
www.anniemaebrock.com

## EDUCATION

**M.S. Instructional Technology**  
Fort Hays State University (2020)

**B.S. Journalism and Mass Communications**  
Kansas State University (2005)

**Secondary English Education (Licentiate)**  
Washburn University (2011)

## CORE EXPERTISE

**Content Strategy & Development:** 15+ years spanning healthcare, education, brand storytelling, and SaaS; expert in plain language, voice & tone development, and accessibility-focused communication

**Instructional Design:** Adult learning models (ADDIE, Bloom's Taxonomy, Design Thinking); modular content architecture, reusable templates, and multi-surface storytelling

**Editorial Systems:** Builder of editorial frameworks including tone guides, naming conventions, metadata structures, and scalable content production workflows

**AI-Enhanced Content Systems:** Expert in human-centered AI integration for scripting and modular content workflows, including prompt design, scalable automation, and editorial QA of AI output.

## COLLABORATION & LEADERSHIP

**Cross-Functional Partnership:** Experience aligning creative, product, clinical, and marketing stakeholders across fast-paced environments

**Presentation & Facilitation:** Experienced presenter, public speaker, group facilitator, and content evangelist

**Leadership:** Supervisory experience (4-5 employees); Non-profit Board of Director roles, including Friends of the Library, science center and observatory, and community theatre.

## TECH STACK

**Content Creation:** Articulate Rise & Storyline, Grammarly, Canva, Frame.io

**Collaboration & Project Management:** Figma, Miro, Notion, Guru, Coda, Confluence, Trello, Airtable, Slack, Process Street

**AI & Emerging Tools:** ChatGPT, Claude, Perplexity, Gemini, ElevenLabs

## WORK EXPERIENCE

### Learning Experience (LX) Designer – EngagedMD

Visual Experience (VX) Team | Remote | April 2023 to Present

*Lead learning experience designer and scriptwriter of patient- and provider-facing education content for a leading healthcare SaaS platform, working in close partnership with the Director of Content and Creative Director to execute high-volume, high-impact content across video, UX, and marketing channels.*

- **Content Development:** Design, research, write, edit, and develop patient education video scripts across fertility, urology, oncology, orthopedics, and clinical trials, translating complex medical topics into accessible, compassionate narratives for diverse patient populations, including more than 50% of the U.S. fertility patient population.
- **Content Volume & Performance:** Contributed to the scripting, editing, development, and release of 2,845 minutes (47+ hours) of high-quality patient education content across 218 modules and 9 quarters, with an average of 8 hours of scripted content and 5 hours of produced content per quarter. Consistently exceeded delivery goals.
- **AI-Powered Systems:** Built and maintain an AI-powered script generation system supporting scalable, modular content across the patient journey, improving efficiency, consistency, and personalization; Established human-centered guidelines for AI-generated content and developed AI-driven content workflows across the script development process.
- **Editorial Leadership:** Serve as editorial lead across scripting and visual revision phases, collaborating with clinicians, motion designers, and creative leadership; developed editorial standards including naming conventions, tone guidance, and reusable taxonomy.
- **Cross-Functional Collaboration:** Serve as LX team lead on departmental leadership team; partner with product, design, clinical, and marketing teams to create content spanning onboarding materials, UI copy, landing pages, automated email flows, and marketing collateral that aligns with patient needs and business goals.
- **B2B Content:** Developed content on behalf of corporate partners, including medical device, pharmaceuticals, testing/screening manufacturers, blending EMD tone and style and client goals for seamless integration into the education library.
- **Specialized Projects:** Scripted "Fertility Equity" CE-accredited clinician series in partnership with Morehouse School of Medicine and Ferring Pharmaceuticals; hosted content launch webinars for clinical partners; Implemented content localization for international markets.

### Content Writer – Articulate Global

Product Marketing Team | Remote | Feb. 2021 to Feb. 2023

*Wrote, scripted, and designed instructional content and marketing collateral for a leading e-learning SaaS platform serving thousands of global training professionals.*

- **Content Development:** Designed and developed instructional content for Articulate 360's user-facing library, including full courses, microlearning modules, templates, and multimedia assets; wrote video scripts and collaborated through production to maintain voice and educational intent.
- **Instructional Design:** Applied adult learning theory and instructional design models (ADDIE, Bloom's Taxonomy, backward design, Design Thinking) to create effective, accessible, learner-centered experiences for diverse audiences across healthcare, construction, tech, and retail segments.
- **Strategic Partnerships:** Created original learning content in partnership with The Next Big Idea Club, transforming best-selling nonfiction books into interactive professional development courses; partnered with SMEs to translate complex concepts into engaging learning experiences.
- **Internal Programs & Project Management:** Developed internal leadership and DEI training programs based on employee feedback and organizational goals; managed multiple concurrent projects in a fast-paced B2B SaaS environment with cross-functional teams and external partners.

### Previous Experience

- **Adjunct Faculty,** Instructional Design M.A. Program FHSU (Remote/Kansas) (Intermittent)
- **Author & Speaker,** The Growth Mindset Coach + 5 Titles, Published by Ulysses Press, Brooklyn, NY
- **Dir. of Libraries/Secondary English/Technology Coach,** Holton Public Schools Holton, KS (2014-2021)
- **Associate Writer,** Calendars & Greeting Cards, Andrews McMeel Universal, KC, MO (2008-2016)