Joe Cobarrubias

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Professional Summary

Learning & Development professional specializing in technically informed training programs, with experience designing, delivering, and scaling learning solutions across both technical and non-technical audiences. Brings a systems-oriented approach to curriculum strategy, instructional design, stakeholder collaboration, and L&D infrastructure development.

Experience

MANAGER, TRAINING DEVELOPMENT AND QUALITY

AAA Washington – September 2025 – January 2026 (Contract)

Managed internal Learning & Development operations, driving quality and consistency across company-wide training programs and ERP system implementation.

· Oversaw content management, reporting, and LMS administration (Absorb) for corporate training initiatives.
· Designed and implemented an end-to-end training intake form and ticketing system, establishing a centralized project intake and prioritization mechanism for L&D requests; fully designed, programmed, and deployed on the internal company website.
· Built foundational digital L&D infrastructure and project management workflows where none previously existed, enabling visibility into training demand, workload capacity, and delivery timelines.
· Facilitated stakeholder workshops to gather training requirements and align deliverables with business processes.
· Designed and developed blended learning materials using Articulate Rise, Storyline, and SCORM-compliant formats.
· Major deliverables included implementing an all-staff quarterly training program and building *Microsoft Dynamics 365 ERP* process training on expense reporting, procurement, and approvals - improving adoption and reducing support tickets by 30**%**.

TECHNICAL CURRICULUM DEVELOPER

Amazon Web Services – AWS Cloud Institute | January 2024 – July 2025

Developed and maintained large-scale AWS Cloud curriculum used across a global learning audience, driving technical skill-building for thousands of learners.

· Produced 120+ hours of interactive technical training across cloud fundamentals, developer tools, and DevOps workflows, featuring services such as Amplify, CloudFormation, OpenTelemetry, and Amazon Linux.
· Partnered with AWS service teams, engineers, and instructional designers to ensure technical accuracy, scalability, and learner relevance across all course materials.
· Led the content maintenance and QA pipeline, resolving 200+ Jira tickets related to bug fixes, UX improvements, and accessibility enhancements.
· Architected and co-developed an internal code embed tool for Articulate Rise using PrismJS, AWS CDK, and internal CI/CD pipelines—streamlining delivery of live code examples within SCORM-compliant eLearning.
· Authored instructional templates and component libraries for consistent style, accessibility, and version control in curriculum builds.

- Mentored new content developers and contributed to documentation on best practices for Rise-based course authoring and AWS content validation workflows.

PROGRAM MANAGER
Promineo Tech – Data Engineering & Digital Marketing Bootcamps | June 2023 – December 2023

Managed a 6-person curriculum team through Agile sprints, coordinating reporting, marketing, and cross-department communication.

- Interviewed and onboarded 15+ instructors and content creators; co-established the budget for outsourced content.
- Designed a certificate automation app saving $20K annually, and collaborated on backend microservices to improve efficiency.

TECHNICAL CURRICULUM DEVELOPER
Promineo Tech – Data Engineering Bootcamp | November 2022 – June 2023

Created 100+ hours of Python and AWS Data Engineering curriculum, including ETL pipelines and algorithm labs.

- Developed CloudFormation, IAM, and Boto3 templates for student labs and demonstrations.
- Optimized LMS UX with gamified UI enhancements, increasing student satisfaction by 30%.

TECHNICAL INSTRUCTOR AND MENTOR
Promineo Tech – Academic Team | March 2021 - November 2022

Led 5+ cohorts in live lectures on Python and AWS Data Engineering; instructed 400+ students.

- Built and maintained 26 coding labs in Python, SQL, and data modeling.
- Streamlined academic team's SCRUM workflow, gaining 5+ hours/week of efficiency through process optimization.

Skills

Cloud & Dev Tools: AWS (CDK, CloudFormation, IAM), Git, CI/CD pipelines, JavaScript, Python
eLearning & Instructional Tech: Articulate Rise/Storyline, SCORM/xAPI, LMS administration (Absorb, Moodle), multimedia production (Camtasia, Vyond)
Learning Strategy & Analytics: Curriculum planning, learning needs analysis, learning analytics, performance support tools
Instructional Design & Learner Experience: ADDIE/SAM, adult learning theory, UX design for learning, accessibility & inclusive design
Leadership & Business Enablement: Stakeholder engagement, project management (agile/scrum), change management, business-aligned training outcomes

Education and Certifications

Education: California State University, Bakersfield – Business and Public Administration

Certifications: AWS Certified Developer – Associate | AWS Certified AI Practitioner