Phil Hobrla

Instructional Designer

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Meticulous, innovative professional with strong background in developing and delivering high-impact training programs within IT industry. Skilled in analyzing learning needs, developing targeted training resources, and applying instructional strategies to support continuous learning and organizational growth. Passionate about leveraging technology and evidence-based practices to drive knowledge retention and performance improvement. Effective communicator with ability to build and maintain positive relationships with internal and external stakeholders. Committed to translating challenging business problems into engaging learning solutions.

## Work Experience

**Help Desk Technician II** Jun 2019 - May 2025

*Carilion Clinic | Roanoke, VA*

Supported design and delivery of onboarding programs for new users, including undergraduate nursing students and experienced physicians. Provided real-time, ad hoc virtual training sessions to familiarize users with essential and ancillary IT systems. Tailored learning approaches to accommodate diverse learning styles and levels of technical proficiency. Researched and resolved hardware, software, and user access issues affecting thousands of internal and external users.

* Delivered technical support to over 2K end-users, earning recognition for consistently resolving issues with professionalism, empathy, and sound ethical judgment.
* Developed and implemented 200+ custom macros to streamline help desk operations, standardize ticket documentation, and establish organization-wide “best practice” benchmarks for communication clarity.
* Achieved high first-contact resolution rate by providing frontline support for 250+ software applications, including SAP BusinessObjects Enterprise, PageCenterX, Power BI, and Tableau.
* Resolved 150+ complex second-level Epic incidents within the TSG\_TSC\_EPIC group, collaborating with third-level analysts to identify root causes and implement long-term solutions.

**IT Project Manager/Deployment Project Manager** Jun 2017 - Mar 2019

*PowerSchool Group, LLC | Roanoke, VA*

Managed all phases of complex IT projects from planning, scoping, scheduling, and budgeting to final execution. Monitored progress and adjusted plans to meet delivery timelines. Wireframed, scripted, and oversaw production of training videos for client-facing LMS. Created standard operating procedures (SOPs) for resource allocation and project planning tasks. Maintained open communication with leadership, clients, and team members to align on goals, roles, and responsibilities. Produced key project artifacts, including requirements documents, presentation decks, user stories, and meeting notes.

* Guided new school client through complex registration workflows, including lottery admissions, earning praise for clear onboarding and confidence-inspiring support.
* Spearheaded end-to-end delivery of 90 client projects totaling $280K in revenue, completing projects 32% faster than team average and achieving 97% on-time delivery rate.
* Led team-wide Quality Assurance efforts, performing 100+ QA checks that standardized best practices, minimized critical launch issues, and elevated team compliance through coaching.
* Accelerated document preparation by designing 30+ reusable templates and macros (emails, reports, decks, user stories, etc.).
* Achieved 85% resource utilization rate and 95% individual productivity rate, while reducing project timelines by 30% compared to peers.
* Managed up to 25 concurrent projects (average of 15), while sustaining average email response time under 30 minutes.
* Developed 10 client-facing self-service resources, significantly reducing repetitive support requests and lowering ticket volume.

**AmeriCorps VISTA Member / Project Coordinator** May 2016 - May 2017

*REACH in Roanoke, Inc. | Roanoke, VA*

Managed four key projects, volunteer membership, social media engagement, partnerships, and data capacity, supporting AmeriCorps VISTA community initiatives. Adapted to evolving program needs, maintaining full availability during peak periods. Conducted extensive benchmarking and research on Alternative Break programs, designing a sustainable and properly scoped initiative that remains in operation. Compiled and submitted weekly performance reports to ensure regulatory compliance.

* Led onboarding and training for over 315 volunteers, enabling delivery of 8,500+ service hours across diverse programs.
* Built data systems and communication strategies to support collaboration with international teams and stakeholders.
* Developed 22+ global partnerships and expanded engagement to 1,000+ contacts in under 30 days.
* Boosted social media engagement by 300%, driving visibility across multiple markets.

**Information Science and Learning Technology Graduate Student** Aug 2015 - Aug 2016

*University of Missouri | Columbia, MO*

Acquired proficiency in using Moodle for course creation, customized content structuring, and user engagement. Gained knowledge of formative and summative evaluation techniques to assess instructional effectiveness and improve learning outcomes. Developed skills in Instructional Systems Design (ISD), including conducting learner analysis, defining instructional goals, and aligning assessments with learning objectives.

* Achieved and maintained GPA of 4.0.
* Collaborated on two-phase evaluation of Mizzou K-12’s Co-Teach US History I model for Brazilian high school students, driving curriculum and delivery enhancements through formative user interviews, classroom observations, and in-depth analysis of student outcomes and instructor feedback.
* Contributed to end-to-end design and development of responsive web app for first-term nonprofit board members, enhancing onboarding through interactive scenarios, bookmarking features, and curated resources built using HTML, CSS, and JavaScript.
* Developed reusable online learning module to teach soft skills to first-time genetic genealogists, leveraging CSCL strategies and rich media to guide users through collaborative tools; published and deployed module on a public wiki platform.
* Conceptualized and wireframed “Tell Amalia,” an AI-powered, omnichannel chatbot (web, mobile, SMS) to guide English learners and users with cognitive disabilities in completing federal and state workplace-rights complaint forms; streamlined submission process by automating form completion, enabling corrections, and integrating multilingual support.

## Core Skills

**Category name:**

## Education

[**University of Missouri-Columbia**](missouri.edu) Aug 2015 - Jul 2016

**Master of Education** Information Science and Learning Technology

Minors: Learning Systems Design and Development

Courses: ISLT 7310 - Mobile App Development,ISLT 7361 - Introduction to Digital Media,ISLT 7370 - Intermediate Web Development,ISLT 7372 - Exploring Blackboard,ISLT 7373 - Exploring Moodle,ISLT 9455 - Formative and Summative Evaluation,ISLT 9456 - Designing Computer-Supported Collaborative Learning,ISLT 9471 - Instructional Systems Design,ISLT 9474 - Needs Assessment,ISLT 9485 - Designing Online Learning

GPA: 4.0

[**George Mason University**](gmu.edu) Jan 2013 - Jun 2015

**Bachelor of Arts** English

Minors: Professional Writing and Rhetoric

Courses: EDAT 410 - Introduction to Assistive Technology,EDIT 572 - Digital Storytelling [for Learning],EDIT 574 - Social Media Design [for Learning],ENGH 388 - Professional and Technical Writing,NCLC 494 - Sharing Language Literacy

GPA: 3.69