

# MARCUS "MD" TAYLOR, MBA

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## LEARNING TECHNOLOGIST/INSTRUCTIONAL DESIGN

Expert in learning technology and instructional design, with a strong foundation in operations management and business analysis. Skilled in leveraging AI technologies and advanced digital tools to develop and implement innovative training programs. Demonstrated leadership in managing cross-functional teams across multiple sites, strategically applying AI-driven learning solutions to enhance outcomes in academic and professional development. Brings a proven track record in supply chain management and business development, integrating operational strategies with a deep understanding of educational technology, instructional design principles, and AI innovations.

## EDUCATION

**Learning Technology PhD. Student**, University of North Texas, Denton, TX **2027**

*Current research focuses on the integration of AI into adult learning.*

**Executive MBA**, Prairie View A&M University, Prairie View, TX, **2017**

**B.S., Technical Management**, University of Phoenix, Tempe, AZ, **2014**

## PROFESSIONAL EXPERIENCE

### INSTRUCTIONAL DESIGNER & AI PROFESSIONAL

**Apr 2022 to Present**

**University of North Texas Health & Science Center, Fort Worth, TX**

- Collaborate with SMEs to design and develop engaging, technology-driven learning experiences that enhance learner outcomes in both educational and professional settings.
- Lead the AI Community of Practice, fostering collaboration to implement AI in education and professional settings
- Drive innovative learning solutions by integrating instructional design principles with AI technologies.
- Directing the creation of video-based, synchronous, and asynchronous on-line teaching learning technologies; creating a range of digital learning tools to engage and motivate end users

### MILITARY SCIENCE INSTRUCTOR

**Mar 2022 to Present**

**University of Texas at Arlington, Arlington, TX**

- Instructing cadets enrolled in the Army Reserve Officers' Training Corps program
- Lecturer of Cadets about leadership, personal development, and team-building dynamics

## PROFESSIONAL EXPERIENCE CONTINUED

### PRINCIPAL OWNER

**Feb 2014 to Present**

**Martaucy Designs**

- Consulting with clients on graphics designs in addition to the marketing and advertising of their products
- Developing high-quality business strategies and plans, ensuring their alignment with short-term and long-term objectives

### OPERATIONS AND TRAINING DEVELOPMENT MANAGER

**Sept 2020 to Sept 2021**

**U.S. Army Reserve**

- Served as the principal instructional design lead for analysis, creation, refinement, implementation, and evaluation, as well as analyze, design, develop, implement, and evaluate (ADDIE)
- Provided oversight over multiple functions, including recruitment, marketing, and internal position advertisement
- Led a complete redesign for a major non-profit website, resulting in a 70% increase in user engagement and winner of Website of the Year

## **SENIOR INSTRUCTOR AND ARMY SITE LEAD**

**May 2018 to Sept 2020**

### **U.S. Army Reserve, Fort Lee, VA**

- Managed instructor staff, operational teams, and other multidisciplinary teams across several locations
- Served as the lead recruiter for Army instructors in Texas, Virginia, California, Kentucky, and Puerto Rico

## **OTHER ROLES**

### **FINANCIAL SERVICE REPRESENTATIVE**

**Apr 2018 to May 2018**

#### **Mass Mutual, Houston, TX**

- Supported clients in attaining critical financial goals with increased efficiency

### **CAMPUS BUSINESS OPERATIONS MANAGER**

**Jan 2017 to Apr 2018**

#### **Kipp, Inc., Houston, TX**

- Saved 4% of the budget by recruiting an outsourced vendor, instead of multiple larger companies, to complete minor maintenance in anticipation of early school opening

### **OPERATIONS MANAGER**

**Jan 2015 to May 2016**

#### **The Home Depot, Houston**

- Increased department profitability from \$15,400 to \$65,500 in one quarter by retraining staff to complete buybacks and returns to vendors for defective items

### **SUPPLY CHAIN MANAGER**

**Jan 2014 to Mar 2014**

#### **Stork Technical Services, Houston, TX**

- Reduced purchase order errors by 10% by negotiating prices/terms with suppliers, vendors, and freight forwarders

## **CERTIFICATIONS**

**Certified Accessibility Specialist**, Texas Digital Learning Association License

**Higher Education QM Certified Peer Reviewer**, Quality Matters

**Continuous Professional Education QM Certified Reviewer**, Quality Matters

**Green Belt Six Sigma**

## **TECHNICAL SKILLS**

Canvas, & Blackboard SCM, SAP (GCSS-A), Ariba, Oracle, H5P, MS Office Suite (including Access, PowerPoint, Project, Visio, SharePoint), Elucidat, Articulate 360 (Rise and Storyline), Green Belt Six Sigma, AI Prompt Engineering, Adobe Suite, R-Studio, Python, Jamovi, SPSS, Adobe CC, CRMs & ERPs

## SKILLS

Curriculum Development, Curriculum Design, Instructional Design, Learning Technologies, Digital Learning Tools, Digital Learning Environments, Universal Design for Learning (UDL), Educational Resources Development, Project Management, Operations Management, Change Management, Performance Improvement, Process Improvement, Stakeholder Relationship Management, Visual Design, Cross-Functional Leadership Complex Problem Solving, Research, Resource Management, Marketing Management