

Brett Gibson

INSTRUCTIONAL DESIGN | LEARNING AND DEVELOPMENT | INSURANCE TRAINING

Knoxville, Tennessee | brett@cbrettgibson.com

Portfolio: cbrettgibson.com | Storyline/Rise case studies, blended learning, and training media

PROFESSIONAL SUMMARY

Instructional designer and learning professional combining current insurance expertise with graduate-level instructional design and more than 20 years of teaching, facilitation, curriculum development, coaching, and organizational leadership. Develops practical ILT, VILT, eLearning, scenarios, job aids, and assessments using ADDIE and SAM. Skilled at translating complex product, process, and technical content into clear learning experiences and performance support. M.S. in Instructional Design and Technology expected September 2026.

CORE EXPERTISE AND TECHNOLOGY

Instructional design: Needs and performance analysis | ADDIE | SAM | Performance-based objectives | Storyboarding and scripting | Assessment | Formative evaluation

Learning solutions: Articulate Storyline and Rise | eLearning | ILT and VILT | Blended learning | Scenario-based practice | Job aids | Facilitator and participant resources

Collaboration and systems: Facilitation and coaching | SME and stakeholder collaboration | Project coordination | Accessibility awareness | Microsoft 365 and Teams | Salesforce | Guidewire | Workday | DocuSign | Adobe InDesign | Canva | HeyGen | Vyond | Snagit

SELECTED LEARNING DESIGN PROJECTS

Mastering Brokered Insurance Quoting for New Agents | Graduate Capstone

University of Arizona Global Campus | Instructional Design and Technology | 2025-2026 | [View case study](#)

- Identified an undocumented new-agent performance gap: no formal preparation for brokered-carrier quoting and binding, creating reliance on experienced colleagues and inconsistent execution.
- Analyzed learner, task, and workflow needs and organized instruction around the actual transaction sequence - carrier access and company matching, quoting, binding and payment, and signature documentation.
- Designed a 4-6-hour blended program with measurable objectives, Storyline and Rise content, ILT/VILT practice, videos, job aids, facilitator and participant resources, scenarios, simulations, knowledge checks, and a performance-based role-play assessment.
- Conducted alpha and beta review with an insurance SME, facilitator, experienced and new agents, and peer reviewers; revised navigation, pacing, directions, prompts, and performance support based on findings.

Insurance in Plain English | Interactive Storyline Microlearning

Independent Portfolio Series | Insurance Education | 2026 | [View case study](#)

- Designed and developed two self-directed Storyline modules that translate replacement cost, actual cash value, and deductibles into customer-ready explanations through realistic scenarios, guided calculations, decision points, immediate feedback, and application-level knowledge checks.
- Established a shared visual identity and instructional structure so the series can extend to additional insurance topics without rebuilding the experience from scratch.

RELEVANT PROFESSIONAL EXPERIENCE

Field Insurance Agent | Peer Training and Workflow Support

AAA - The Auto Club Group | Knoxville, TN | Jan 2025-Present

- Coach and support four new agents on quoting workflows, brokered products, system use, customer conversations, and performance barriers through one-on-one guidance and just-in-time troubleshooting.
- Translate complex personal-lines coverage, eligibility requirements, deductibles, policy language, and regulated procedures into clear explanations that help customers make informed decisions.
- Led assigned offices in call and quote volume during most months since March 2025 while exceeding the established Performance Level benchmark in all but two months.

Pastor of Liturgy | Learning, Communications and Team Leadership

First Baptist Church Powell | Powell, TN | Dec 2019-Sep 2023

- Directed learning and weekly execution for 65+ volunteers, supervised three staff members, and built repeatable onboarding, coaching, rehearsal, technical-training, and communication practices.
- Guided a multi-year shift toward greater participation through audience education, leader alignment, role clarification, stakeholder communication, and phased implementation; attendance grew from approximately 500 to 600 over two years.
- Created weekly educational resources, a two-year podcast, and a social-media interview series; initiated an approximately \$1 million audiovisual renovation and aligned program vision, user needs, vendors, technology, and stakeholder expectations.

Pastor of Worship | Volunteer Learning and Program Development

Holly Ridge Baptist Church | Simpsonville, SC | Jul 2015-Dec 2019

- Developed a 25-person volunteer team through structured onboarding, recurring training, coaching, rehearsal, and feedback; created learning-rich multimedia experiences and contributed to outreach programs associated with more than 60% organizational growth.

Pastor of Worship | Volunteer Development

Miner Baptist Church | Sikeston, MO | Jan 2011-Jul 2015

- Recruited, trained, and led a 30-person volunteer team; redesigned a ministry program and its volunteer-development approach, contributing to 200% growth in under one year.

Founder and Curriculum Developer

Language and Cultural Exchange | Sumatra, Indonesia | 2007-2010

- Founded an English-language and cultural education program and developed curriculum, lesson plans, instructional materials, and learning experiences for children, university students, and adult learners.
- Secured a partnership with Indonesia's Department of Education, collaborated with university leaders and public officials, and adapted presentations and instruction for multilingual, cross-cultural audiences.

ADDITIONAL TEACHING AND CLIENT EXPERIENCE

Teaching and facilitation: First Baptist Academy - semester-long high-school course; Nehemiah Teams (2011-2023) - cross-cultural preparation for university students; International Center, Greenville, SC - two semesters of Business English for adult learners.

Sales and insurance: Mansour Hasan State Farm, Sales Team Member (Sep-Dec 2024); U.S. Cellular, Sales Associate (Jan-Aug 2024); Westgate Resorts, Marketing and Sales (Oct-Dec 2023).

Financial services: Stock Yards Bank & Trust, Auditor/Teller (2003-2007); SunTrust Bank, Teller (1999-2002).

EDUCATION AND CREDENTIALS

M.S., Instructional Design and Technology - University of Arizona Global Campus, expected September 2026

M.Div. - The Southern Baptist Theological Seminary, 2007

B.S., Music; Business minor - University of North Alabama, 1999

Licenses and certifications: Property, Casualty, Life, and Health Insurance Producer Licenses | Lean Six Sigma Yellow Belt and White Belt