

Grow a mind. Grow a brand. Grow confidence in mathematics, or confidence in an organization. The beauty of instructional design is that the right messaging can help you grow just about anything. The right combination of words can make wishes come true and build confidence to accelerate change. What you need is a Jeannie. Collaborating with a former teacher, senior copywriter, and nonprofit leader opens the door to 20 years of progressive experience across industry, education, technology, events, and marketing. What could 2 decades of experience do for you?

TEAM LEADERSHIP

- Executive Director for the [International STEM League](#), EIN 45-4064387 GuideStar Platinum
- Director of Educational Partnerships for the [National STEM League / Ten80 Education](#)
- Senior Copywriter for [Summit Marketing](#), Garner & Nevins and U.S. Motivation

PROJECT MANAGEMENT

- Multi-channel programming served iNSL, Ten80 Ed, NASCAR STEM Initiative, Eisengard AI, and Fortune 500 clients.
- [King's Dominion](#) Mindbugs Theme Park series coordinated vendors, actors, staff, for video series and on-site events.
- [Michigan Science Center](#) (Detroit Science) Educational & Communications Lead for multimillion dollar rebuild & relaunch.

TRAINING & DEVELOPMENT

- Decks and remote training for volunteers serving [NSBE](#) S.E.E.K. students included short and long format content.
- Citywide professional development for [Urban League St. Louis](#) served ALL Head Start facilities with training and outreach.
- [U.S. State Department](#) speeches & slides for *STEMConnector's 100 Women Leaders in STEM* Beverly Simmons.
- Equipped travel team for science, tech and ed training in Dominican Republic, Nigeria, Qatar, China, and Georgia.
- [International STEM League](#) USA programs served educators, mentors, and funders in 12 major cities and 43 states.

INSTRUCTIONAL DESIGN

Provide research-based instructional resources that accelerate problem-solving and retention because learning delivers real-world skills AND FUN! Create blended learning that captures imaginations online, in-person, and on paper.

- [NSBE SEEK Mobile Gaming Challenge](#) featured prototyping projects for North America, Caribbean Islands & Africa.
- [Esport T.E.A.M.S.](#) for **iNSL** connects the excitement of gaming & esports with hands-on STEM projects.
- [STEMworks Database](#) Co-Developer of (SRC) [Student Racing Challenge](#)
- [West Ed Research](#) endorsed SRC curriculum as 1 of only 4 “scalable and exemplary STEM programs” in the USA.
- [Casio Computer Company](#) featured Fostering STEM after collaboration with SMEs to develop the PRIZM-focused content.
- [Texas Instruments](#) still posts *Science of Racing* developed with SMEs in technology and mathematics.
- [STEAMTales: K-5 Adventures in Engineering Design](#) includes print guides, “PressPlay” gamified digital classrooms, blended learning options, and professional development for elementary learning.
- [Driving STEM](#) uses radio-controlled race cars in project-based learning to build data-driven decisions and problem solving for Grades 3-12. Piloted in classrooms across the Southeastern United States, this program shows significant and provable gains in math, measurement, and problem solving for students participating less than one hour per week.

MARKETING & COMMUNICATIONS

- International STEM League – Outreach, Case Studies, Funder and Donor Packages plus Digital Marketing
- Senior Copywriter - Summit Marketing in Atlanta, GA, USA serving Fortune 500 B2B and B2C clients
- Nevins Marketing Agency - Fortune 500 youth marketing and retail clients Kellogg's and Coca-Cola
- U.S. Motivation Marketing – Event promotion for various clients and technical copy development for Microsoft

NONPROFIT PARTNERSHIPS & EVENTS

- [Innovators in Training Tour](#), sponsored by the U.S. Army, reached more than 60,000 students in 12 cities nationwide, requiring meticulous scheduling, resource allocation, and alignment with strategic communication goals. The tour lasted 6 years with outreach and training at each event plus ongoing after-action implementation initiatives to ensure sustainability.
- [National STEM League](#) program, outreach, training and events sustained a focus on diversity and inclusion through Girls Inc, SHPE, NSBE, Urban League, HBCUs, Chevy Diversity outreach, and Microsoft Diversity.
- [Art of STEM Festivals](#) that combine funder and stakeholder training, community outreach, and follow-up educational resources to boost confidence in the soft skills, mathematics, and data-driven problem-solving required for success in STEM fields. Motivate kids and their cool teachers with 3C strategy focused on community, collaboration, and competition.

TRADITIONAL RESUME: CHRONOLOGICAL WORK EXPERIENCE

International STEM League

2010 - Present

Executive Director / Instructional Designer

iNSL is a 502c3 charitable nonprofit focused on diversity & inclusion in STEM education (iNSL.org).

- Coordinate digital platforms for outreach, curriculum development, instructional workshops, short & long content.
- Developed curriculum, trained counselors, and implemented Mobile Gaming Design programs for 3,500 National Society of Black Engineers Summer Engineering Experience for Kids 3-5th graders.
- Introduced Math Accelerators lessons & workshops to help classroom teachers reinforce basic skills, computation, graphing & algorithms in day-to-day bell ringers, stations & movement breaks.
- Author of Esports T.E.A.M.S. Challenges linking academics, systems thinking & prototyping challenges to popular gaming platforms in a gamified blended learning platform. ADDIE model for planning and backward design from outcome to skills.
- Secured \$400K funding through community grants and RFPs.
- Currently focused on campaigns to address crucial missed skills in mathematics and language arts.

Ten80 Education & National STEM League

2001 - 2010

Director of Partnerships and K-8 Programs

Ten80 Education & Ten80 Foundation worked side-by-side to provide dynamic project-based learning “that doesn’t forget the learning” for K-12 schools, community outreach, after school programs, NSBEjr, DoDEA schools and 4H clubs.

- Co-Developer of Student Racing Challenge, one of only four “scalable and exemplary STEM programs” in the USA
- Student Racing Challenge (SRC) ranks a place as Top 20 in STEMworks Database by West Ed Research.
- K-12 Curriculum & teaching Specialist for the L.I.F.T. Technology partnership in Charlotte, NC.
- Coordinate training and meetings with pitch decks for funders, sponsors, partners & community.

Summit Marketing

1998 - 2001

Senior Copywriter

Summit Marketing is a full-service marketing and fundraising agency providing end-to-end fundraising solutions and a range of traditional and cutting-edge marketing services.

- Spearheaded the Sesame Street “Mini-Beans” Content and Marketing Copy as well as training materials for sales teams.
- Launched the Terry Labonte Race Team with a media event including a 22’ tall cereal box and Kid’s Plaza in race week.
- Marketing and experience development for B2B and B2C for retail, racing, and event management.
- Worked with amazing graphic designers and marketing experts to create custom programming, curriculum, training and motivational campaigns for Coca-Cola International, M&M’s Racing, and Kellogg Company.

Formal & Informal Education

1994 – 1998

Elementary & Middle Grades for Georgia DOE

- Classroom teacher with a concentration in upper elementary & middle grades in Georgia schools.
- Math and Science Lead Teacher with Gifted Certificate
- Educational Messaging for Floor Exhibits at New Detroit Science Center - now Michigan Science Center
- Contract Editor for Turner Publishing and McGraw-Hill Publishing

EDUCATION

University of Georgia

1990 – 1994

Graduated Suma Cum Laude in Education with concentrations in Science and Language Arts

CERTIFICATIONS, SKILLS & INTERESTS

Adobe InDesign, Acrobat Editor, Digital Media, WordPress, Camtasia, and a range of SaaS for development and project management. Basic Articulate and Storyline. SCORM for LMS. Analyze OKR and KPI (quick learner on your platform).

ACTIVE INSTRUCTIONAL PROGRAMS

Art of STEM Workshop Series (Educators, Caregivers, Volunteers, Mentors, Community Leaders, Corporate Training)

Digi-Lit Webinars: Cyber Citizens, Data Analysis with AI, Digital Portfolios, Robots on Your Resume, Ethical & Practical AI)

Driving STEM for Mathematics Grade 3

Driving STEM for Mathematics Grade 4

Driving STEM for Mathematics Grade 5

Driving STEM Accelerated for Middle Grades

Driving STEM Certifications for Middle Grades & High School (long-range studies prove efficacy for math & problem-solving)

Esport T.E.A.M.S. – Rocket Challenge IRL (Rocket League in real life)

Esport T.E.A.M.S. – Legendary Soft Circuits (League of Legends theme for flexible circuits)

Esport T.E.A.M.S. – Wearables Battle Royale (Fortnite theme for electronic textiles)

Esport T.E.A.M.S. – Sustainable Stadiums (MLB theme)

Esport T.E.A.M.S. – Tackling Augmented Reality (Madden football theme to build and launch an AR app / coding)

Esport T.E.A.M.S. – On Track & Up to Speed (live racing)

Esport T.E.A.M.S. – iNSL iRacing Challenge (simulated racing)

Esport T.E.A.M.S. – Mobile Gaming Challenge (adapting traditional peripherals to include all players)

MindBugs in Measurement Activity Guides (Digital Scales, Tape Measures, Stopwatches, Thermometers)

MindBugs in Numeracy Activity Guides (Patterns, Addition, Subtraction, Multiplication, Division, Fractions & Decimals)

MindBugs in Earth Science: Professional Development for Adult Learners

MindBugs in Physical Science: Professional Development for Adult Learners

MindBugs in Life Science: Professional Development for Adult Learners

Newton Knew: Understanding the Laws of Motion

PreK PreSTEAM: Building Skills in Numeracy & Literacy

PressPlay Camps: Teacher-Led Options for Primary PLUS Asynchronous Digital Classrooms for Elementary & Middle

Scaleville: Build a Sense of Size and Scale for Problem-Solving Reasonableness (daily class starters)

STEAMSTART: K-4 Adventures in Engineering Design

Every Unit includes Read Aloud Story or Literacy Prompt, Teacher's Guide, Student Logbook & Digital Classroom for Each of the 5 Subject-Focused Modules & the Unit's Culminating Project

- *Rhombi's Cart Unit*
- *Polygon Island*
- *Moon Shadows*
- *Fairy Tale Engineers*
- *Tiny House on Wheels*
- *TinkerMakers*
- *Biodome Bees*
- *Pet's Playground*

STEAMSTART: Full STEAM Ahead Print Curriculum for Classrooms & Homeschool

STEAMTales & Innovation Station 3D: Prototyping for Media Center Makers with 3D Printers

Student Racing Challenge (SRC) for Grades 6-8 (Endorsed by West Ed Research "Scalable & Exemplary STEM Programs")