**Brenda M. Perea**

703.505.3692 ♦ pereaink@gmail.com ♦ [www.pereaink.weebly.com](http://www.pereaink.weebly.com)

*An experienced instructional designer and project manager specializing in mobile learning, competency based designs who can deliver sustainable solutions to curriculum development challenges. I have the ability to think critically about workflow analysis, application of ADDIE, SAM, Universal design and the backward design process to utilize design strategies which motivate and excite students and instructors*. Strengths include:

|  |  |  |
| --- | --- | --- |
| Project Management & Planning | Exceptional Communication Skills | Budget Management |
| Management & Leadership Skills | Identification of Appropriate learning environments | Detail Oriented and Results Driven |
| Collaboration & Teamwork | Grant Guidelines | Best Practices and instructional analysis |

 **LEADERSHIP HIGHLIGHTS**

***Program and Project Management*:**

Currently I oversee and perform daily operations for 2 Department of Labor workforce development grants and 1 state grant, and a consortium of telecom consultants. Developed processes for moving approximately 450 career and technical education and 200 developmental education courses from face to face to hybrid delivery. Published all created content to open educational resources on time and within budget. Previous management experience includes oversight of 3 departments (IT, training and web presence teams) for 6 years, building an active unified communications consultant community. Developed policies and procedures and general business processes while building self-paced training modules to reinforce policies and procedures followed by coaching, mentoring and mediating from entry level through executive management resulting in significant reduction of turnover of 50% down to 15%

### Team Leadership:

Collaborate with 7 indirect report instructional designers to focus on best practice course design while incorporating mobile technologies to support course development completion and employee training. Supplemented team meetings with “just in time trainings” or conversations on best practices, mobile learning and adult education andragogy.

# PROFESSIONAL EXPERIENCE

## Instructional Design Project Manager 2012 to present

*Colorado Community College System*

* Project manager with planning, developing, or revising curriculum/courses including multi-media aspects for all TAACCCT 1 and 3 courses; moving energy, developmental education and advanced manufacturing courses from face to face to hybrid and publishing all grant related content to open educational resources to meet specific grant SOW deadlines. Management of all content creation in eLearning platforms, (*Canvas, Canvas.net, Desire 2 Learn, Moodle, Wordpress)* from task or objective analysis, content development, multimedia design/development to final launch and post-deployment evaluations for institutions
* Developed 2 active MOOCs and currently developing 2 additional MOOCs from initial idea to platform evaluation, competency mapping, content development, multimedia design and recruiting instructor/facilitators.
* Merlot Certified Peer Reviewer and Quality Matters Certified Peer Reviewer analyzing and evaluating approximately 3 courses per semester and forming recommendations for improved instructional effectiveness.
* Implemented best practices in competency based education and delivered grant specific “just in time” training while developing faculty and staff development training to meet the needs of the diverse tasks associated with the grant outcomes. Customized training and evaluated results of training to increase learner outcomes and satisfaction

## Senior Instructional Designer 2000 to present

*CCCOnline, ISIS HQ.com, Great West Life, DSC Resources, George Mason University*

(Instructional Designer, IT Trainer, Teacher Consultant, Curriculum Coach, Co-Instructor, Webmaster)

* Instructional designer charged with planning, developing, or revising curriculum/courses including multi-media aspects; creation and management of content in eLearning platforms, (*Blackboard, Elluminate, Desire 2 Learn, Moodle)* and content management systems(*Ektron, WordPress, RegOnline*) from task or objective analysis, module/page development, multimedia design/development to final launch and post-deployment evaluations for institutions
* Developed and trained groups on educational technology, course development, curriculum mapping, and online instruction; successfully designing approximately 45 higher education courses and 15 webinars on instructional practices.
* Quality Matters Certified Peer Reviewer analyzing and evaluating approximately 4 courses per year and forming recommendations for improved instructional effectiveness.
* Customized, reviewed and revised results of training to adjust future training to increase learning outcomes

## Webmaster and Program/Project Management 2007 to 2010

*UCStrategies.com, DiscussUC.com*

* Conducted detailed analysis of the website functions, processes, and page view data to establish baseline website traffic to measure effectiveness of contracted e-marketing campaigns.
* Utilized analytics for assessing contracted e-marketing campaign programs improving practices.
* Mediated conflicts between various third-party authors, and in-house staff resolving over 15 incidents and decreasing need for contract arbitration over a two year period.
* Supervised and evaluated in-house and contracted staff in all areas providing achievement goals met and setting future growth goals.

## Teacher Consultant 2005 to present

*George Mason University, Fairfax, Virginia*

* Developed and presented over 20 training seminars for “Writing Throughout the Curriculum” to support student achievement initiatives and Virginia State Standards of Learning, while providing coaching, modeling, co-teaching, and lessons in management and instruction based on participants needs.
* Mentored 15+ new educators on instructional practice, classroom management, curriculum development, and assessment.
* Instructed in-person, hybrid and online courses and reviewed student work using formative and summative assessment to drive instructional practices
* Reviewed and revised training programs increasing learning outcomes by developing support materials to meet standards based instructional goals.

## Instructional Designer and Staff Developer 1999 to 2007

*Loudoun County Public Schools, Ashburn, Virginia*

* Instructional designer charged with planning, developing, or revising curriculum/courses including multi-media aspects in eLearning platforms from task or objective analysis, module/page development, multimedia design/development to final launch and post-deployment evaluations for institutions
* Trained groups on the use of data warehouse for analysis of programs; policies and procedures; and technology initiatives to improve efficiency and effectiveness of work operations.
* Developed training and presented to groups on course development, curriculum mapping, and online instruction; successfully designing approximately 45 higher education courses and 15 webinars on instructional practices.
* Delivered presentations on the uses of technology for instruction for various technology initiatives at the county, regional and state level.

#  EDUCATION & ADDITIONAL CERTIFICATIONS

**Merlot Peer Reviewer**

California State University Merlot II Multimedia Open Educational Resource Program

**Quality Matters Certified Peer Reviewer**

Quality Matters Program

**Post Masters IN Instructional Design, Educational Technology and Educational Leadership**

George Mason University – Fairfax Virginia

**M.S. Degree IN EDUCATION**

Shenandoah University – Winchester, Virginia

**Public Administration Certificate in Educational Administration**

Shenandoah University – Winchester, Virginia

**B.B.A. Degree IN Financial and Marketing Management**

University of New Mexico – Albuquerque, New Mexico