

# SYLVIA DANA

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## Professional Experience

**eMarketing Coordinator – Gospel Communications International. Inc., Muskegon, Mich., Aug. 2007 – July. 2008**

- Responsible for the management, development, and marketing/promotion of an online bookstore

**Teacher – Mountain View High School, Meridian, Idaho, Aug. 2004 – Aug. 2007**

- Taught secondary journalism, digital photography and English; advised and instructed award winning school newspaper

**Teacher – Borah High School, Boise, Idaho, Aug. 2002 – Aug. 2004**

- Taught secondary English and journalism; advised student newspaper staff

**Student Teacher – Capital High School, Boise, Idaho, Sept. 2001 to June 2002**

- Taught secondary English, journalism and yearbook

**Technical Writer – Environmental Finance Center, Boise State University, May 2001 to Oct. 2003**

- Developed, wrote and designed manuals accompanying water utility financial analysis software tools

**Service-Learning Program Graduate Assistant – Boise State University, Sept. 1999 to Jan. 2002**

- Advised the Volunteer Services Board; coordinated all activities related to partnering with nonprofit agency representatives

**Teacher/tutor – Idaho TRIO AmeriCorps, Boise, Idaho, Aug. 1998 to Aug. 1999**

- Taught journalism and service-learning to secondary alternative high school students

**Mentor/tutor – Idaho Family Focus AmeriCorps, Nampa, Idaho, Dec. 1997 to Aug. 1998**

- Planned and implemented events; recruited and supervised volunteers; tutored elementary-age students

**Business reporter – Idaho Press Tribune, Nampa, Idaho, July 1997 to Dec. 1997**

- Wrote business-related stories, including breaking daily news, profiles and follow-up articles

**Reporter/Photojournalist – Grand Traverse Herald, Traverse City, Mich., May 1996 to June 1997**

- Wrote general assignment stories and acted as photojournalist

## Skills & Expertise

### Education

- group facilitation & team building
- service-learning project development
- secondary & college student advising
- curriculum development & design
- integrating technology & education
- training & instruction
- values & character education

### Writing, PR & Management

- public speaking
- grant writing
- event planning
- interviewing & research

- budget planning
- goal setting
- marketing & promotions
- technical writing
- fundraising
- writing for the media
- blogging
- AP Style

### Technical & Design

- eCommerce
- HTML email design
- web site building

- designing web banners
- social networking
- online community building
- publication layout
- video editing
- photography
- podcasting
- managing web affiliates
- Google Adwords
- Adobe Creative Suite 2 & 3
- Microsoft Office
- Mac & PC

## Education

**Master of Education – Boise State University, Boise, Idaho, Pending**

- Curriculum & Instruction – 70+ graduate credits earned; Minor: English

**Bachelor of Science – Central Michigan University, Mount Pleasant, Mich., December 1997**

- Major: Journalism, public relations emphasis

**Associate of Applied Science – Northwestern Michigan College, Traverse City, Mich., May 1994**

- Emphasis: Commercial Art

### **Secondary Teaching Certifications**

- Language Arts, Art, Journalism – Idaho, 2002 to 2012
- Professional Technical Education: Photography, Graphic Art and Journalism – Idaho 2002-2007