

SYLVIA DANA

616-916-4079

sylviadana@gmail.com | www.sylviadana.com

320 Elliott, Grand Haven MI 49417

SUMMARY

I am a highly motivated natural leader with a strong work ethic. I have a diverse background in marketing, journalism, public relations, design and education. Most recently, I have developed skills in online marketing and merchandising as the eMarketing coordinator for an online bookstore. As secondary teacher, I have successfully instructed and managed hundreds of students in media production and language arts classes, including journalism, photography and English. Before teaching, I reported for print media, planned and promoted community events and raised funds for nonprofit organizations. I have more than nine years professional writing and publications experience, three years of service-learning and volunteer recruitment experience on a college campus and have designed and facilitated reflection curriculum for university students. In addition, I have five years of certified secondary teaching experience, have extensive experience in developing curriculum for the high school classroom and specialize in integrating technology into the classroom. I have an affinity for social justice, technology, marketing and the arts. Now, I'm learning more about blogging, podcasting and web site creation.

PROFESSIONAL EXPERIENCE

eMarketing Coordinator – Gospel Communications International, Inc., Muskegon, Mich Aug. 2007 – Present

- Responsible for the management, development, implementation and maintenance of web site presence for GospelDirect.com; develop, implement and maintain promotions, online ads, banner advertising, special pricing and other marketing initiatives; track monthly progress reports and analysis of all web related activities
- Lead a weekly merchandising meeting to collaborate marketing efforts between e-commerce, customer service and product purchasing; keep informed on the latest marketing techniques in e-commerce such as search engine optimization, email marketing and on-line marketing
- Provide research, writing, copy-editing and creative assistance for other company media and promotions.
- Maintain, promote and track email marketing lists; develop, design and implement weekly eMarketing campaigns; provide web graphic creation for the website, email templates, banner ads and print advertising media
- Develop and design curriculum “Teacher Kits” to enhance character education films as part of Tough Topics - a free media high school program

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

- Advised and instructed award winning school newspaper staff of “The Freelancer”, 4th Best of Show, 2007
- Developed and implemented journalism and digital photography programs and curriculum
- Advised and instructed digital photography club students in studio photography and picture packaging sales
- Developed, maintained and updated class web pages to supplement, support and guide student and class work
- Maintained, monitored and supported media production computer lab
- Collaborated with colleagues to improve unit plans and student assessment achievement
- Created and conducted a presentation to propose a pilot service-learning program for the school
- Taught sophomore and freshmen English

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

- Created and implemented daily lesson plans to for sophomore and junior English students
- Advised and instructed beginning and advanced journalism students in newspaper production
- Coordinated and implemented monthly marketing events to promote the school newspaper
- Created and conducted a presentation to propose a pilot Service-Learning Program for the district
- Collaborated with fellow journalism/photography teacher in the writing of a Boise Education Association grant to fund a photography service-learning project in which students worked with local photographers, government agencies neighborhood associations to create a publication visually documenting the growth in the Boise area as well as changes in historical districts
- Taught senior English in 2002 and 2003

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

- Advised and instructed beginning and advanced journalism students in production of a monthly eight-page newspaper and the school yearbook using traditional film and digital photography and Adobe PageMaker
- Created and implemented daily lesson plans for English 12 students. Shadow taught my cooperating teacher, implementing and modifying lesson plans to align with my teaching style

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

- Developed, wrote and designed two manuals accompanying water utility financial analysis software tools for low income, rural and native communities

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

- Advised the Volunteer Services Board; developed and facilitated training for students, including reflection, team building, leadership, issue education, service project design and citizenship

- Coordinated all activities related to partnering with nonprofit agency representatives, assisting faculty in matching students to agencies and conducting classroom visits and reflection sessions
- Recruited, trained and supervised service-learning student assistants; wrote the 2000-01 program budget
- Filmed, edited and produced a documentary/promotional video for the Service-Learning Program. Wrote brochure text and worked with promotions office to produce promotional materials

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

- Created a journalism curriculum in the Boise School District for alternative high school students, taught journalism style, facilitated the production of three student-developed newspapers; taught developmental writing in summer sessions
- Taught Elementary Teacher's Aid class; planned numerous service projects and reflection sessions; trained secondary students in team work and civic responsibility through service; tutored first and fourth graders; received training in service-oriented issues, including civic action, service-learning and motivating volunteers; coordinated meetings and school programs; participated in joint service projects

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

- Planned and implemented literacy outreach event; wrote and presented a proposal to gain event sponsorship; recruited and supervised volunteers
- Wrote and distributed press releases regarding AmeriCorps programs; designed promotional materials
- Contributed efforts on a service-project planning committee for the 1998 Idaho Promise Summit; received training in diversity, cooperative learning and adult education
- Assisted childcare providers by enhancing curriculum with related projects

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
- Maintained weekly correspondence with public relations managers; covered corporate annual meetings and local small businesses

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

- Networked with community leaders and agencies for story ideas and promotion of the newspaper
- Produced a periodic column in addition to writing feature, profile and news stories daily
- Shot photos, designed pages, wrote news briefs, compiled the community calendar and public safety log
- Maintained weekly contact with public officials and public relations managers; gathered information by regularly researching public records

OTHER ACCOMPLISHMENTS

- Member of the Journalism Education Association and National Scholastic Press Association
- Attended the Spring National Student Press Association Journalism conference in Denver, 2007
- Attended the Spring National Student Press Association Journalism conference in Portland, 2004
- Attended the Spring National Student Press Association Journalism conference in Phoenix, 2002
- Provided consulting and motivational speaking regarding service and service-learning, 2000-01
- Developed and successfully implemented a direct mail membership campaign raising \$8,000 more than the previous year for the Traverse City Women's Resource Center, 1996
- Volunteered at Idaho Humane Society and River of Life Shelter of the Boise Rescue Mission, 2005 and 2007
- Nominated for Boise State Women's Center's "Women Making History" month in 2002

EDUCATION

Masters 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 – December 1997

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

KNOWLEDGE AND SKILLS

- Proficient with PC and Macintosh versions of Adobe CS, including Dreamweaver, Photoshop, InDesign and Illustrator; Microsoft Office, including Publisher, PowerPoint, Word, Excel and Access.
- Proficient in configuring and maintaining email lists using email marketing software, including Pizzazz and EZmlm; proficient ability to create and execute HTML email marketing campaigns.
- Proficient in AP Style and other technical writing styles
- Know, practice and teach group facilitation, team building and consensus building

References available upon request