



Jennifer Williams, Ed.D.

Education Strategist | Program Developer | Global Educator

Clearwater, Florida USA | 727.430.3873 | jenwilliamsedu@gmail.com

Professional Profile

Highly skilled, passionate educator, change agent, and transformational leader offering a well-integrated theoretical perspective, proven expertise in program development and management, specialization in instructional design, and strong interest in professional learning, innovative teaching practices, and integration of technology. Exceptional interpersonal and communication skills, both oral and written. Strength in problem solving, strategic planning, and creating vision. Resourceful, organized, and detail driven with capabilities in completing multiple, complex projects with competing deadlines. Able to apply best practices in leading and guiding a team to inspire change and growth. Deep appreciation for relationships and strength in creating a culture of excellence in organizations by effectively providing structure, building cohesiveness, and promoting distinction.

Work experience

Education Strategist and Consultant

May 2014 - Present

Independent Contractor

- District, organization, company partnerships
 - Instructional design and content creation
 - Program development, strategy, and marketing
 - Influencer program development and management
 - Writing, speaking, professional development training, mentoring
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Adobe for Education

November 2019 - Present

Community and Evangelism Contractor

- Adobe Creativity Crew (Ambassador Program): program development, recruitment, newsletter, monthly meetings, support
 - Online events coordination, promotion: ACE Level 1 Launch Party, ACE Level 2 Launch Party, ISTE 2021 Pre-Conference Event, coordination and co-hosting
 - Adobe Creative Educator (ACE) Community monthly newsletter
 - Social media support: Twitter, Facebook, #AdobeEduCreative hashtag
 - World Teachers' Day campaign: program coordination, educator recruiting, video and social media storytelling, blog posts
 - ACE Level 2 K12 and HED Courses, Peer Reviewer
 - Flipgrid and ISTE partnerships, Content creator and Flipgrid/ISTE Lesson coordination and authorship
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United States Department of State, Office of English Language

November 2019 - Present

Lead Experience Designer and Program Facilitator

- Virtual Exchange Professional Development Program Developer
 - Lead Experience Designer, Lead Facilitator and Mentor
 - Content Creator: educator online course, classroom lesson plans
 - Webinars, email campaign, speaker series, website coordinator
 - Online event coordinator
 - Program monitoring and evaluation
 - Collaboration with global team of program administrators and international cohorts of participants across all time zones
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Empatico, KIND Foundation

August 2019 - Present

State Field Coordinator

- Establish and maintain relationships within school districts, systems, and networks in state for educator recruitment
- Ongoing training to support educators' engagement with and completion of the program, including leading webinars or in-person workshops to bring the online professional development course to life

- Administrative support for pre- and post-program survey administration
 - Support educators facilitating Empatico live video exchanges in their classroom, including providing logistical and technical support
 - Collaborate with the NYC team to track participants' progress and solicit feedback from educators and their students
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Take Action Global 501(c)3 Education Non-Profit

February 2019 - Present

Co-founder, Executive Director

- Program development and community building
 - Partnerships, including NASA, UN, WWF, World's Largest Lesson
 - Management of TAG Innovation Lab Schools (Tanzania) and TAG Kakuma School (Kenya)
 - Online global collaboration projects:
 - Goals Project (partner: UN): 3,500 schools from over 120 countries
 - Climate Action Project (partner: WWF, UN, NASA, 20 Ministries of Education): 15,000 schools from over 140 countries
 - Take Action Project (partners: UN, WWF, NASA): 1,000 schools
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Saint Leo University

August 2016 - Present

Supervisor and Adjunct Professor

- Faculty Advisory Board
 - Undergraduate courses:
 - Language Arts in the Elementary Classroom
 - Reading Across the Curriculum
 - Graduate courses:
 - Supervisor, Reading Practicum
 - Language and Literacy
 - Elementary Reading Assessment
 - Emergent Literacy
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TeachSDGs

November 2015 - Present

Co-founder, Director

- Tasked by the United Nations to bring the UN Sustainable Development Goals to global classrooms
 - Lead, market, and coordinate Ambassador Program (five cohorts of international educators, 1000+)
 - Community of over 50,000 global educators
 - Partnerships, advocacy, and awareness
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Participate

March 2016 - May 2019

Director of Education Strategy

- Guide external-facing efforts to form new strategic partnerships (corporate, organizational, district) with the goal of diversifying and expanding funding pipeline
 - Identify opportunities and expand the range of diverse partners, conferences, and communities
 - Leadership team with sales, marketing, and product leading GTM strategy
 - Influencer community and product marketing
 - Social strategy and community engagement
 - Instructional design and online community facilitator
 - Digital badging and micro credentials
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Country Day World School and Montessori

November 2007 - May 2014

Director of Education, English Department Chair, Reading Specialist

Education

Nova Southeastern University

August 2011 - August 2016

Doctorate in Education with Specialization in Reading

Research areas: literacy, learning spaces, motivation, innovation and technology, and leadership in education

Dissertation: *Preparation of Pre-Service Elementary Montessori Teachers in Use of Multimodal Literacies in Instruction*

Summa Cum Laude

University of South Florida**August 1996 - May 1998**

Masters in Speech-Language Pathology and Communication Sciences and Disorders

Thesis: *Evaluation of Counseling Skills of Graduate Students*

Summa Cum Laude

University of Florida**August 1993 - December 1995**

Bachelor of Science, Communications Sciences and Disorders

Communication Sciences and Disorders with Secondary focus in Linguistics

Magna Cum Laude

Recent Projects

Adobe: Flipgrid/ISTE Lessons**September 2020 - December 2020**

Project Coordinator, Partner Communications, Content Creator, Analytics

<https://blog.adobespark.com/2020/11/09/free-online-lessons-from-adobe-in-the-flipgrid-discovery-library/>

Microsoft Education: K-12 Video Series**November 2020 - January 2021**

Content Creator, Social Marketing Campaign (Twitter, Instagram, LinkedIn, Instagram)

bit.ly/MSvideoserries

UNICEF/UNESCO World's Largest Lesson: Explorers for the Goals**November 2019 - March 2020**

Instructional Designer, Content Creator

<https://worldslargestlesson.globalgoals.org/campaign/explorers-for-the-global-goals/>

American English Comics Virtual Exchange Program**November 2019 - Present**

Program Developer, Content Creator, Online Experience Designer

<http://www.aeglobalcomics.com>

Goals Project in partnership with United Nations**June 2019 - Present**

Creator and Program Manager

<https://www.goalsproject.org>

Jane Goodall Institute: SDGs for Roots and Shoots Program, Tanzania**November 2018 - Present**

Program Developer and Coordinator, Instructional Designer, Teacher Trainer

<https://innovationlabschools.com>

Leadership Experience

ISTE Education Leaders Network Board of Directors**July 2020 - Present**

President of the Board

- Leadership and coordination
 - Online events and community engagement
 - Coordination with ISTE organization and Network Board of Directors
 - Annual goal setting and reporting
 - Monthly meetings and PD events
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ISTE Conference Review Captain**January 2018 - Present**

Team Coordination, Conference proposal reviews

FETC Conference Review Captain**January 2018 - Present**

Board of Directors

- Governance Committee, Conference Committee, Investment Committee
- Children's Rights to Read Task Force

Books and Publications

Teach the Global Goals (Routledge, Anticipated release date Fall 2021)

Teach Boldly: K-6 Lessons for Global Classrooms (ISTE, Anticipated release date Fall 2021)

Teach Boldly: Using Edtech for Social Good (ISTE, 2019)

Explorers for the Global Goals (WLL and Hasbro, 2020)

Global Goals Book (Creative Commons, 2019)

Children's Rights to Read (ILA, 2018)

Children's Rights to Excellent Literacy Instruction (ILA, 2019)

Children's Right to Supportive Learning Environments and High-Quality Resources (ILA, 2019)

World's Largest Lesson (WLL, 2017)

International Literacy Day Kit: Jamaica (ILA, 2016)

International Literacy Day Kit: Philippines (ILA, 2015)

Articles

Social good + global education

- Taylor & Francis, *Childhood Education Magazine*, *Educators are the Global Goals* (2020)
- Education Canada Magazine, *Your SDGs To-Do List* (2021)
- Curriculum Insights Magazine, *Persisting with hope* (2021)
- Adobe, *World Teachers' Day: 3 ways to connect as a global community*
- Education Week, *Using partnership to build a better world through education (SDG17)*
- Education Week, *Five steps to build a diverse classroom library and encourage empathy*
- Education Week, *Five ways to take action on the Children's Rights to Read*
- Huffington Post: *If we make teaching a more financially attractive career, will it improve global education?*
- Empatico, *Empathy across the curriculum: STEM*
- eSchool News, *Making progress on equity*
- Empatico, *Empathy across the curriculum: The Arts*
- Education Week, *Apps for global collaboration: Questions and tools to inspire a worldview*
- Education Week, *Connecting preservice teachers to the world through global literacy projects*
- Education Week, *Trends in PD for globally minded educators*
- Education Week, *Five steps for connecting to a global audience*
- International Literacy Association, *Take action for social good: Four end-of-year literacy projects*
- Education Week, *Innovative technology tools for traveling the world*
- Share My Lesson, *Responding to a call to action: How do you #TeachSDGs*
- Kahoot!, *Kahoot! Hero spotlight: Global Kahoot!'ing with Jen Williams*
- Nearpod, *Going beyond the classroom with Nearpod*
- Nearpod, *How to connect globally with Nearpod*

Innovations in teaching + learning

- Edutopia, *Create a startup classroom culture*
- Pearson English, *Six exciting education trends for 2017*
- Pearson English, *Teacher technology adoption: What's age got to do with it?*
- Smart Brief, *How technology boosts literacy*
- International Literacy Association, *Personalized PD: At the center of your own learning*
- Innovate My School, *Preserving the power of a shared message in a digital world*
- Getting Smart, *Recognizing remarkable teacher accomplishments*
- Mighty Guides eBook, *Expanding educational opportunity*

- Kahoot!, *Kahoot! goes to college: Engaging higher ed students in learning*
- *10 experts' predictions for education and technology in 2016*
- International Literacy Association, *Teachers as readers: Making time to #Read4Fun*
- International Literacy Association, *Five shifts of practice: Multimodal literacies in instruction*
- *easel.ly, easel.ly as a multimodal literacy tool in education*
- Edutopia, *Collaborative learning spaces*

Presentations

2021 Presentations

January 2021 Translating the UN SDGs, India/UAE
 February 12, 2021, Keynote GLAG21
 February 2021, Keynote ASTE, Alaska
 March 3 2021, IMS Digital Credentials Summit
 March 9, 2021, Camp Plug and Play Podcast
 March 10, 2021, Linkedup Breaking Boundaries Podcast
 April 8, 2021, LAUSD LEETS Keynote
 April 22, 2021, GLAGReads Author Chat
 June 3, 2021, STLInSTL, St. Louis
 June 16-18, 2021 AZ Camp Plug and Play Keynote, Arizona
 June 26-30, 2021, ISTE
 August 6-8, 2021 Keynote EdInnovate Live, San Diego, CA

2020 Presentations

January 15, 2020 Featured Speaker FETC, Miami
 February 24, 2020 Keynote IDEACon Chicago, IL
 February 27, 2020 Orange County Digital Learning Day
 February 29, 2020 Human Restoration Project Summit
 April 2, 2020 Adobe Creative Educator Show
 April 22, 2020 NYC DOE
 April 23, 2020 Scholastic Webinar
 May 7, 2020 NE ISTE Webinar
 May 30, 2020 T4 Online Conference
 June 2, 2020 Association of PD Leaders Distance Learning Webinar
 June 16, 2020 Distance Learning Summit
 June 17, 2020 Kahoot! Online Education Summit
 July 8, 2020 NY BOCES Teach Boldly Book Study Kickoff
 July 13, 2020 ISTE Summer Learning Academy
 July 14, 2020 Adobe Creative Educator Launch Party
 July 15-16, 2020 IDEAU
 July 21, 2020 AISGW
 August 5, 2020 Empatico Empathy Hour
 August 5, 2020 ATLIS Teach Boldly Book Club
 August 13, 2020 WSIS, Switzerland
 August 25, 2020 Ministry of Education, Chile
 September 3, 2020 Keynote Fundación Edu Seminarium, Chile
 September 8, 2020 Educational Bridge Africa, Kenya
 September 18, 2020 (In)Corporate Sustainability Conf, Spain
 October 5, 2020 UNA-USA
 October 14, 2020 DigCit Summit
 October 19, 2020 Teacher Success Summit, Featured Speaker
 October 27, 2020 ACET Keynote
 November 2020 ISTE, CA
 December 2020 Jacobs Institute
 December 17, 2020 ISTE SDGs Online Conference
 December 21, 2020 Cambodia Min of Edu, STEM Mentoring Conference

Education Technology Company Ambassadorships

- Adobe for Education Founding Creativity Crew
- Microsoft Innovative Educator Expert

- Nearpod Founding PioNear
- Kahoot! Founding Ambassador
- Wakelet Ambassador
- Remind Connected Educator

Recognitions

- Top 30 K-12 IT Educators, EdTech Magazine (2020)
- Take Action Global School in Kenya named in Top 16 Schools of the Future, World Economic Forum (2020)
- #8 of Top Academics in STEM, Onalytica (2018)
- #9 of Top Campaigners in Sustainability, Onalytica (2018)
- #13 of Top 50 Women Edtech Influencers, Onalytica (2017)
- #33 of Top 50 Education Influencers, Onalytica (2016)

Professional Affiliations

- International Society of Technology in Education
- International Literacy Association
- Association for Supervision and Curriculum
- American Montessori Society
- American Educational Research Association

Skills

Marketing and Strategy

- Email campaigns and monthly newsletters
- Focus groups and user experience research
- Case studies and white papers
- Style guides and brand cohesion
- Data analysis, monitoring and evaluation, reporting

Content Creation and Creativity Tools

- Adobe Spark
- Google Slides Presentations
- e-books
- Infographics and comics
- Videos
- Curated resource collections

Productivity, Team, and Project Management Tools

- Hubspot
- Airtable
- Slack
- Google Suite
- Trello
- Monday
- Classy
- Inflowit
- Canvas
- Mailchimp
- Microsoft
- Bitly
- Videoconferencing: Zoom, Google Hangout, Teams, Whereby

Community Engagement and Social Media

- Twitter Campaigns
- Twitter Chats
- Instagram, LinkedIn, Facebook
- Podcast Guest
- Webinars
- Online events and conferences
- Demos and trainings
- Digital badging and micro credentials