

518.209.5240

# Blake Jennings Johnson

108 14<sup>th</sup> Ave East, Apartment E  
Seattle, WA 98112

[blake.jennings@gmail.com](mailto:blake.jennings@gmail.com)

## Highlights of Qualifications

- |                      |                       |                             |
|----------------------|-----------------------|-----------------------------|
| •Writing             | •Marketing            | •Relationship-building      |
| •Creative vision     | •Community engagement | •Project management         |
| •Presentation design | •Long-term planning   | •Re-framing/Problem-solving |

## Education & Training

<b>Ada Developers Academy</b>	2013-Present
<b>State University of New York at Albany: Master of Science in Secondary Education, English,</b>	2007
GPA: 4.0 HONORS: <i>The Gertrude Hunter Parlin Teacher's Scholarship; Dean's List all semesters</i>	
<b>Duke University, Durham, North Carolina, Bachelor of Arts in English, Minors in Spanish and Film</b>	2003
GPA: 3.925 HONORS: <i>Summa Cum Laude, Phi Beta Kappa</i>	
<b>Professional Development:</b> <i>Danielson Framework for Teaching, Sheltered Observation Instruction Protocol, Web Design for Educators, Writing Using the Six Traits, Blogging with Students, New Media in the Classroom</i>	

## Summary of Qualifications

- Over 4 years' experience designing, drafting and editing promotional materials for a niche publicity firm, a large-scale government council and a rapidly-growing business.
- Over 8 years' experience designing educational programs, spearheading development of new curricula in writing and presentation design.

### Writing/Publicity and Marketing

- Drafted, edited and designed creative publicity and marketing materials for farm that earns over 1 million in revenue. Revised and edited farm's first website and drafted all mailings to 1000+ clients on a bi-weekly basis, supporting a marked increase in "regular" customer attendance at both stand and farm.
- Instructed and modeled writing across genres, coaching students to 100% passing for NYS exams.
- Served as press liaison, drafting press releases and coordinating interviews, leading to increased attendance and visibility.
- Wrote, directed and publicized for-the-stage vampire parody, *Hey, It's Kinda Dark*, achieving attendance of over 400 community members and a profit of nearly \$1600 despite a three-week postponement due to blizzard conditions.
- Brainstormed, wrote, directed, produced and marketed over 20 two-hour comedy shows over a three-year span for Duke's first and presently well-established sketch troupe, increasing audience viewership nearly 400% in two-year span.

### Leadership /Project Management

- Spearheaded complete overhaul of presentation design curriculum, catalyzing a school-wide conversation about learning objectives across subjects
- Led, coordinated and supervised department of over ten instructors, resulting in production of standardized curricula across four grades against national standards and the English Department's first formalized system of benchmarks available to all parents and employees.
- Supervised and monitored progress and achievement for 160 students, maintaining progress reports and frequent communication with parents regarding any changes in performance
- Devised objectives and build timelines for achievement, scaffolding duties and assigning responsibilities based on performance strengths
- Developed and established benchmarks and assessments, acting as chair, advisor and community liaison for Washington State's Cumulative Project. Supervised the progress of 120 students performing community service projects across the state.

## Relevant Professional Experience

<b>English Instructor and Department Head</b> , Meadowdale High School	08/2010-08/2013
<b>Writing Instructor</b> , Linden Avenue Middle School	08/2007-06/2010
<b>Director, Promotions and Customer Service</b> , Samascott Orchards	01/2005-01/2010
<b>Market Manager and Publicist</b> , NYC Council on Environment	06/2005-01/2006