

# Michelle L. McKoy

615 NE 22 Street, Unit 302, Miami, FL 33137 | T: (754) 234 3590 | E: chellemckoy@gmail.com

LITERACY SPECIALIST | INTERVENTIONIST | EDUCATION ADVOCATE

## PERSONAL PROFILE

Experienced educator and communications strategist passionate about advancing student achievement through innovative literacy programs, culturally responsive teaching, and community engagement. Skilled in designing and implementing targeted interventions, leading collaborative planning, and utilizing media and technology to enhance instruction. Proven ability to inspire students, support teachers, and build strong family-school partnerships.

## CORE COMPETENCIES

- Literacy & Reading Interventions (K–8)
- Curriculum Design & Instructional Support
- Data-Driven Progress Monitoring
- Culturally Responsive Teaching
- Family & Community Engagement
- Technology Integration & Digital Storytelling
- Collaborative Teaching & PLC Facilitation
- Program Management & Educational Events

## EDUCATION:

**Nova Southeastern University (Florida, USA)**

*Master of Science in Human Resource Management*

**June, 2011**

**Florida International University**

*Public Relations and Advertising Graduate Certificate*

**June, 2003**

**University of Westminster (London, UK)**

*B.A. (Hons.) Contemporary Media Practice (Film | Video | Photography | Digital Imagery)*

**June, 1998**

## RELEVANT EXPERIENCE:

**Brownsville Middle School, Miami Dade County Public Schools**

**Interventionist Educator**

**2017 - 2018**

- *Delivered individualized reading interventions for struggling students using diagnostic data and targeted strategies.*
- *Designed a VR & storytelling curriculum to improve literacy, comprehension, and digital fluency.*
- *Collaborated in teacher teams to integrate cross-disciplinary literacy support.*
- *Led the transformation of the media center into a student-centered learning innovation hub.*

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## North Miami Community Redevelopment Agency (CRA)

2021-2023

### Marketing and Public Arts Director

- Directed all marketing, communications, and public relations initiatives for the CRA.
- Managed local PR agency partnerships and led media relations strategy across platforms.
- Produced community-facing newsletters and digital campaigns.
- Initiated public arts projects including murals, utility box wraps, and cultural events such as NoMi Art Week and Caribe Arts Fest.
- Developed and executed strategic communications plans tied to redevelopment objectives.
- Oversaw marketing budgets and secured funding for additional public art initiatives.

## City of Miramar – Office of the Commissioner

2018 - 2020

### Legislative Aide (Constituent Communications & Events)

- Served as primary liaison for Caribbean and Latin American constituents.
- Planned and executed community events and outreach campaigns.
- Managed social media communications and content.
- Supported policy communications and media messaging on behalf of the Commissioner's office.

## SELECT ACCOMPLISHMENTS

- Spearheaded \$300K Miami Film Life Center literacy and storytelling education initiative.
- Co-created and facilitated student media storytelling workshops promoting language development and self-expression.
- Raised over \$100K in sponsorships and grants to support youth literacy and arts programming.
- Served 10 years on the Miami-Dade Film & Entertainment Advisory Board, championing educational initiatives.

## TECHNICAL & EDUCATIONAL TOOLS

Microsoft Office Suite | Google Workspace | Adobe Creative Suite | Canva  
Reading A-Z | Newsela | Storybird | ClassDojo | Mailchimp | Edmodo | Social Media Analytics