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| **Karen Schwarze**  **Content Writer and Editor** |

Livermore, CA (Willing to relocate) | 208-590-1750 | karenschwarze12@gmail.com

**Skills**

HTML/CSS, Python, Canvas, WordPress, Google Analytics, MailChimp, WeBrand, Salesforce Marketing Cloud, G-Suite, Microsoft Suite, SEO, teaching, curriculum, writing, editing

# Experience

## C2 Education, Dublin, CA 2020-PRESENT

## Reading and Writing Tutor

## Completed 18 hours of training in SAT strategies and 3-to-1 teaching model

## Tynker, Mountain View, CA 2018-2019

## Content Writer and Editor

* Wrote 150+ blog articles, 2-3 marketing emails a week sent to 200K subscribers, and 2+ social media posts a week; managed company blog on WordPress
* Edited 60+ coding tutorials and 4 coding courses (HTML/CSS course, MicroPython courses, Minecraft course); edited lesson plans, product descriptions, and website copy
* Contributed to revenue through marketing email campaigns in MailChimp and Salesforce Marketing Cloud; used Google Analytics and SEMrush to inform content choices
* Used HTML tags, CSS, and WeBrand to create and enhance visual appeal of blog, email, and social media graphics

## Utah State University, Remote/Logan, Utah 2014-2018

## Online Adjunct Instructor / Graduate Instructor, First-Year Writing

* Taught 15 classes of 25-40 students rhetoric, writing, and research principles, resulting in persuasive essays and student-choice genre pieces
* Designed online writing courses using Canvas LMS, online tutorials, and multimedia elements using e-learning best practices
* Wrote syllabus-textbook featuring online tutorials and knowledge culled from writing texts

## Rimrock Jr./Sr. High School, Grand View, ID 2017-2018

## English Teacher Grades 9-12

* Taught 75 students across grades 9-12; built rapport with students, teachers, and families to facilitate student success
* Contributed to increase in 9th and 10th grade students’ standardized test results through robust curricula and teaching skills
* Developed 4 sets of student-centered curricula spanning 37 weeks, including lesson plans, graphic organizers, and vocabulary, literature, and English usage assessments; integrated EdTech tools into lesson plans
* Created project-based learning experiences, including student-generated website assignments, to demonstrate knowledge of literary content and technology skills

## Language Cube, Seoul, South Korea 2016-2017

## Instructor, English as a Foreign Language

* Helped Korean students (up to 16 daily) achieve writing, speaking, and reading benchmarks, including college admission essays and understanding of business English terminology
* Provided differentiation for second-language students using voice recordings, TED talks, and various oral and written feedback to increase cultural and linguistic understanding
* Fostered relationships among EFL students through leading small group discussions

# Education

## M.A. English / Utah State University, Logan, UT

* Demonstrated strong research and writing skills to write creative thesis, a 61-page historical fiction short story: ‘What in a Good Cause Men May Both Dare and Venture’
* Integrated 40 students’ reactions to essay feedback and quotes from scholarly sources to craft teaching practicum final paper, ‘The Rhetorical Situation of Teacher to Student Feedback: Written versus Oral Feedback’

## B.A. English Education / Brigham Young University-Idaho, Rexburg, ID

* Created style guide reference documents for English Foundations students as a Teaching Assistant, resulting in improved source citation
* Collaborated with mentor teacher during student teaching semester, yielding increased student productivity