

Devon R. Morden (née Smith)

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About Me

I am a professional with a wide breadth of experience. I am an avid 'deep-diver' regardless of topic, a life-long learner, and a skilled and candid communicator. I have experience in Education, Instructional Design, Web Design, and Digital Marketing.

Skills

- Teaching (in-person & online)
- Curriculum Design (in-person & online)
- Professional Development Programming
- Instructional Design (ADDIE, SAM, Agile)
- Learning Management Systems (Canvas, Moodle)
- Articulate 360 (Storyline and Rise)
- Adobe Suite (Illustrator, Photoshop, Adobe Acrobat, Captivate – in progress)
- Project Management
- Web Analytics (Google Analytics, SimilarWeb)
- Search Engine Optimization (including technical)
- Pay Per Click Platforms (Google, Facebook/Instagram, LinkedIn)
- Social Media Platforms (Facebook, LinkedIn, Instagram)
- Social Media Publishing and Reporting Platforms (Sprout, Buffer, Flick)
- Web Design (Special focus in Responsive/Accessible)
- Website Publishers (Wix, WordPress, Go Auction)
- HTML/CSS/JavaScript
- Graphic Design

Work Experience

- **Biddable Marketing Coordinator**, Freeman's Auction
Dec. 2022 - Present
As the Biddable Marketing Coordinator, I am responsible for creating and analyzing PPC campaigns through Google Ads, Facebook Business Manager, and LinkedIn. In this role I frequently work with department specialists to develop campaigns that fit specialist needs and marketing best practices. I have also initiated projects in website accessibility and SEO upgrades as well as website features to increase our Google Search presence and respond to client interests.
- **PPC and Social Media Coordinator**, Freeman's Auction
Feb. 2020 – Dec. 2022

As the PPC Specialist and Social Media Coordinator, I am responsible for designing and implementing pay-per-click advertising campaigns and developing our social media schedule. In these roles, I have grown our presence in both our ppc & social platforms. I have reduced the bounce rate from our campaigns by over 50%, and I have increased conversions to a steady flow (where initially we had not been achieving any).

- **Middle School Diversity Coordinator**, The Bryn Mawr School for Girls

Aug. 2016 – Dec. 2018

As the Middle School Diversity Coordinator, I lead the initiative to create a K-12 diversity curriculum. I also lead the creation of a LGBTQIA affinity group and expanded this to further affinity groups (including facilitating the creation of a Black Student Affinity group). Throughout my tenure I developed and implemented diversity training for middle school faculty and implemented regular diversity programming for our students.

- **Middle School Latin Teacher**, The Bryn Mawr School for Girls

Aug. 2014 – July 2019

As the Middle School Latin Teacher, I taught Latin 1A and 1B. As these were a sixth required academic class for students, I worked with my administrator yearly to develop new curricula that would best suit our students' needs. I worked vigilantly to modernize our learning methods while still preparing students for the track to the AP Latin exam.

- **Teacher**, The Institute for Reading Development

March 2014 – Aug. 2014

As a teacher for the Institute of Reading Development, I implemented a reading development curriculum for learners K-Adult.

- **Student Teacher**, Great Valley Middle and High School

February 2014 – May 2014

As a student teacher I taught middle and high school students Latin I, II, and III.

- **Tutor**, Varsity Tutors, WyzAnt, Tutor Select, and Tutor Match

Dec. 2012 – Nov. 2015

As a tutor, I worked with students from a wide variety of backgrounds both online and in-person to improve and supplement their Latin learning.

- **Graduate Assistant**, Villanova University

Aug. 2012 – Dec. 2012

As a graduate assistant, I was responsible for assisting professors with various tasks and for tutoring Latin I college students.

Professional Training

- **Instructional Design and E-Learning**, Oregon State University

- Designing Effective E-Learning
- E-Learning Assessment and Evaluation
- Visual Design for E-Learning
- Exploring E-Learning Tools
- Developing and Implementing E-Learning
- Articulate and Rise Training
- E-Learning Practicum

- **Learning Experience Design**, Oregon State University (to be completed Fall 2022)

- UX/UI for Experience Design
- Elements of Learning Experience Design
- Lifelong Learning Engagement Strategies (to be completed June 2022)
- Advanced Tools and E-Learning Trends (to be completed August 2022)
- Learning Experience Design Practicum: Applications in the Wild (to be completed November 2022)

- **Adobe Captivate**, Adobe Professional Certification (in progress)

- **Moodle**, LinkedIn Learning
- **Project Management**, Coursera, LinkedIn Learning
- **Responsive Web Design & Typography**, LinkedIn Learning, Free Code Camp
- **JavaScript**, LinkedIn Learning
- **Python**, Udacity
- **HTML/CSS**, Udacity, Free Code Camp
- **Online Marketing**, Udemy
- **Graphic Design**, Penn Foster, Coursera
- **Adobe Suite**, Udemy, Penn Foster, Adobe
- **Challenging Conversations**, The Bryn Mawr School for Girls
2016
- **Rusticatio Tironum & Biduum**, North American Institute of Living Latin Studies (SALVI), a Spoken Latin
advocacy group.
2015

Post-Baccalaureate

- **Teacher Certification**, Ursinus College (GPA 3.87)
May 2014 (Expired June 2020)

Graduate

- **MPhil**, University of Cambridge (Overall: 3.33; Thesis: 4.0)
Classical Linguistics
2012
- **MA**, Villanova University (GPA 3.44, Incomplete)
Classics
2012

Undergraduate

- **BA**, Ursinus College (GPA: 3.89, Summa cum Laude)
Classics (Distinguished Honors)
Linguistics
2011

Recognition

- **Phi Beta Kappa**
2011
- **Boeshore Prize for Excellence in Greek**
2011
- **Whitians Women's Honor Society**
2011
- **St. Andrew's Society of Philadelphia McFarland Award**
Year of Study Univ. of Edinburgh, 2009