Karen Lopez

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PROFILE

I am a highly motivated and adaptable professional, with a strong commitment to professional development and continuous improvement. I'm seeking to return to work in a role where I can apply and further develop my existing skills.

As part of the She Codes Plus program, I learnt and applied the principles of object-oriented programming using languages such as Python to build restful APIs and Frameworks like React to construct the front end of a website. I have also educated myself in the field of Data Analytics, which has been of strong relevance to my latest roles.

My proven ability to quickly adapt to changes in my environment, handle ambiguous situations with grace whilst continuing to deliver high-quality outcomes, is a strength that I am proud of and has served me well when managing multiple projects.

I thrive best in diverse, inclusive environments that not only encourage resourcefulness and self-accountability, but support a positive culture of growth through challenging, novel learning experiences.

SYSTEMS, SOFTWARE AND LANGUAGES

Languages
◊ HTML/CSS – Intermediate
◊ JavaScript – Foundational
◊ Python - Intermediate
◊ SQL - Foundational
◊ R – Foundational

Coding and Data Visualisation Software
◊ GitHub
◊ Visual Studio Code
◊ Insomnia
◊ Microsoft Power BI (SAIS)
◊ Tableau

Frameworks
◊ Django
◊ Django Rest Framework
◊ React.JS – Foundational
◊ Bootstrap

Project and Content Management Systems
◊ WordPress
◊ Asana
◊ Pally (content scheduling tool)
◊ Sendible (content scheduling tool)
◊ Dubsado (CRM)
◊ Jira
◊ MS Sharepoint

EMPLOYMENT HISTORY

Freelance Online Course Strategist
August 2021 – September 2022

I provided project management and hands-on support to individuals looking to monetize their knowledge through the creation of an online course by assisting them in:
◊ Identifying target audiences and carrying out appropriate market research to understand their needs and preferences
◊ Identifying their course launch style (evergreen launch or open/close launch) by considering various factors such as the nature of the content and the scope of their prospective course
◊ Setting clear and measurable objectives that align with the learning goals of the target audience
◊ Organizing and sequencing ideas and knowledge into clear purposeful learning modules
◊ Creating a logical and structured course design that is appropriate for the course content

- ◊ Creating and implementing a structured progress schedule, to ensure major milestones are met and a final quality product is delivered within the projected timeframe
- ◊ Selecting an appropriate e-learning platform and/or email marketing platform based on the current business model, budget and unique requirements, taking future scalability into consideration
- ◊ Selecting appropriate instructional strategies and the correct tools to deliver specific content
- ◊ Creating landing pages, sales pages, and quality lead magnets tailored to a target audience
- ◊ Linking third-party applications already in use by clients, such as email marketing platforms or e-commerce platforms into the customer journey where required
- ◊ Ensuring branding and all creative components of a course are consistent with customer branding
- ◊ Conducting migration of existing data such as courses and email subscribers from one platform to another where required
- ◊ Identifying the most suitable pre-launch marketing strategies to promote the course to build up a client's 'like, trust and know' factor
- ◊ Coordinating the delegation of niche tasks such as digital marketing (video editing and content creation, social media advertising and SEO) according to the scope of the entire project, the client's priorities as well as timing and budget constraints.

Key achievements
- ◊ Successfully managing various course launch projects from start to finish, meeting client expectations, priority areas, and keeping to set timeframes and budgets
- ◊ Providing strategies for clients to establish themselves as authorities and experts in their field
- ◊ Increasing user experience and optimising the customer journey by customising landing and sales pages on various e-learning platforms such as Kajabi, Podia and Teachable using HTML and CSS
- ◊ Combining various elements to create value-filled, purposeful and engaging courses that maximise student learning and in turn generate revenue for the client
- ◊ Organically grow a clients' email list as part of a pre-launch strategy by up to 30% by creating quality lead magnets tailored to the target audience
- ◊ Writing customized sales funnels and email marketing nurture sequences that increase buy-in from prospective customers
- ◊ Writing effective SEO content copy for custom and sales pages in a tone and voice that accurately reflects the client's branding
- ◊ Using email marketing metrics to evaluate and inform pre-launch marketing strategies
- ◊ Facilitating collaborations and partnerships between clients and other professionals in their respective fields, to maximise exposure and reach
- ◊ Building and nurturing successful online learning communities that align with the vision of the client.
- ◊ Establishing and maintaining a professional network of relevant professionals in the industry, which was highly advantageous for clients with unique requirements

Science Teacher
Department of Education | Human Biology and Chemistry Specialist | July 2015 – December 2021

I contributed to the 10-year school business plan at a department and whole school level by:
- ◊ Leading the Year 11 and 12 ATAR Human Biology, Year 12 Integrated Science and Year 10 ATAR Science Pathway courses of study
  - o Writing and continuously reviewing learning programs, assessment outlines, and exams, key planning documentation heavily utilised by other members of staff
  - o Ensuring course delivery, content, assessment and reporting are compliant with the standards outlined by the School Curriculum and Standards Authority and suitably mapped to the curriculum
  - o Providing advice and support to fellow specialist teachers through sharing of resources, comprehensive knowledge of content and best teaching strategies
  - o Leading moderation at an interschool and intra-department level as part of the quality assurance process to ensure consistency in assessor judgements and student achievement standards
- ◊ Interpreting Student Achievement Information System (SAIS via Power BI) data to evaluate teaching and learning, identify trends in student achievement, and possible interventions and make data-driven decisions to inform best medium-long term teaching practices

- ◊ Interpreting SAIS data to evaluate *learning area* progress to meet whole school priority targets such as literacy and numeracy outcomes
- ◊ Presenting and co-hosting staff workshops to assist all colleagues in learning to use SAIS data to track student achievement, at a whole school level
- ◊ Effectively chunking and communicating abstract, complex scientific concepts in an easy-to-understand manner, through written, visual and verbal means
- ◊ Integrating digital technologies into learning programs and assisting colleagues with their implementation where required
- ◊ Establishing and maintaining collaborative professional relationships with local primary schools and delivering STEM engagement programs to primary school children
- ◊ Gathering, collating and interpreting data from feeder primary schools, regarding teaching and learning of science curricula, to inform curriculum mapping for lower school science learning programs
- ◊ Promoting year 10 female student uptake of ATAR STEM subjects by organising small group participation in relevant initiatives run by organisations such as Women in Technology WA, North Metropolitan TAFE and Stile Education
- ◊ Expose year 10 students to potential careers in STEM by organising cohort participation in programs run by the Australian Business and Community Network (ABCN) and The Innovators' Tea Party, Edith Cowan University and The University of Western Australia
- ◊ Conducting thoroughly documented risk assessments in the planning phase of engagement projects/initiatives, particularly those involving out-of-school excursions
- ◊ Providing 2-year mentorships to year 11 and 12 students undertaking ATAR courses of study
- ◊ Mentoring pre-service teachers at different stages of their teaching qualifications.

Key achievements
- ◊ As part of the literacy team, leading whole school literacy interventions, which were informed by data. The direct result of this was an increase in year 7 and 9 NAPLAN literacy results when compared to historical data.
- ◊ Redesigning the Year 10 ATAR Pathway program and assessment framework, based on historical student achievement data, to better align with whole school priority targets. The direct result of this was:
    - o A marked increase in year 10 female uptake of year 11 and 12 ATAR science courses of study from 2020 - 2021
    - o A marked increase in year 10 student uptake of ATAR science courses of study, particularly in the physical sciences by 30% in 2020-2021
- ◊ Redesigning the year 12 ATAR human biology program and assessment framework, based on historical student achievement data, to align with department-level performance targets. The direct result of this was:
    - o An increase in the median school-based Year 12 ATAR Human Biology course of study for 2020-2021
- ◊ Forging and maintaining professional relationships with external agencies that provide enriching learning experiences for courses of study I oversaw, as well as for future cohorts of other educators.
- ◊ Creating and implementing a systematic, uniform approach for the organisation of excursions, which gained traction with colleagues before being formally adopted at the learning area level.
- ◊ Leading discussions with other lead educators from catchment area schools relating to moderation for Year 11 and 12 ATAR Human Biology courses of study results and implications for assessment
- ◊ Consistently achieving within 5% standard deviation for Year 12 Integrated Science Externally Set Tasks, a state-wide standardized tool used to moderate assessor judgement standards
- ◊ Implementing a more streamlined approach to the organisation of relief teacher notes, which was formally adopted at the learning area level.

ACADEMIC QUALIFICATIONS

Postgraduate Diploma of Education (Science)
University of Western Australia | 2015

Honours Research Project
Curtin University | 2013

Dissertation: *"Compound Specific δ34S Analysis of Organic Sulfur Compounds in Oils from Source Rocks Spanning the Permian Triassic Extinction"*

Bachelor of Science (Human Biology/Applied & Analytical Chemistry)
Edith Cowan University | 2012

RELEVANT COURSES

She Codes Plus
She Codes Australia | 2023 - In progress

An intensive project-based program allowing participants to undertake five unique projects, including creating a website in pure HTML/CSS and JavaScript, manipulating data with Python, and using frameworks such as Django and React JS.

Project 1: Professional portfolio – HTML, CSS, JavaScript
Project 2: Weather application – Python programming
Project 3: She Codes Newsletter – Django, HTML, CSS, JavaScript
Project 4: Community crowdfunding group project 'EducAid', a non-for-profit online crowdfunding platform that aims to make highly rated, online educational courses/learning more accessible to those who are trying to better themselves, yet are limited by their financial situation
– Django Rest Framework, React, HTML, Tailwind, API Integration, Netlify Cloud Platform
Project 5: Final group project 'Buybuddy', a comparison shopping List for the indecisive yet financially savvy consumer
– Django Rest Framework, React, HTML, CSS, API Integration, Netlify, Cloud Platform

Data Analytics Professional Certification
Google via Coursera | 2023 - In progress

An interactive online course where the analytical tools and concrete skills learnt are applied to real data through two capstone projects.

Case Study 1: How does a bike-share navigate speedy success? - SQL, Tableau, R programming
Case Study 2: How can a wellness company play it smart? - SQL, Tableau, R programming

SheCodes Basics of Web Development
SheCodes | 2022 | Web Certificate

Skills for web development - Github, HTML, CSS, JavaScript, Bootstrap

LANGUAGES (IRL SCALE)

◊ Spanish (bilingual proficiency)
◊ Portuguese (bilingual proficiency)
◊ English (native proficiency)

REFEREES
To be provided on request.