

**Liz Fischenich**

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5733 N. Sheridan Rd. Apt. 3D

Chicago, IL 60660

**Education:****Master of Education** May 2012

Arizona State University

- Mary Lou Fulton Teachers College
- GPA: 4.0 on a 4.0 scale

**Bachelor of Science** May 2009

University of Arizona

- Major: Retailing and Consumer Sciences
- Minors: Sociology, General Business Administration
- GPA: 3.14 on a 4.0 scale

**Professional Experience:****Freelance Marketing and Communications Manager**

June 2019 - Present

- Build marketing plans to help small business owners achieve their business objectives
- Manage social media presence for clients
- Deliver small group and 1:1 training on using digital marketing tools to advance business goals
- Doubled client website visits through targeted content marketing campaigns.

**Creighton Elementary School District****Middle School English Language Arts & Social Studies Teacher**

Phoenix, Arizona July 2012–December 2017

Designed and facilitated student-centered, data-driven lessons and activities

- Developed district curriculum guides for English language arts content
- Trained district employees in the use of online curriculum tools
- Built strong relationships with students and parents to ensure academic and social-emotional success
- Designed social media content to engage parents and community members
- Served on district digital innovation task-force

**Osborn School District - Longview Elementary School****Student Teacher/Teacher**

Phoenix, Arizona September 2011-June 2012

- Collaborated with grade-level teammates to design high-quality, data-driven lessons
- Partnered with parents to ensure the academic success of their children
- Maintained a positive classroom culture in a class of 30+ students
- Constructed data-driven lessons to prepare students for high achievement on standardized district and state assessments

**Target Corporation****Business Analyst**

Minneapolis, Minnesota June 2009-May 2010

- Analyzed sales trends to select the most appropriate merchandise for each of over 2,000 stores
- Managed a budget when creating weekly merchandise purchase orders
- Partnered with buyers to develop accurate sales forecasts and allocation for new products
- Led a team of four in the process of inventory management and vendor returns of unsold products, resulting in a more than \$1 million increase in budget to purchase new inventory.

## **Liz Fischenich**

### **Volunteer Experience:**

Rogers Park Montessori School

#### Room Coordinator-Sassafras

Chicago, Illinois December 2022-Present

- Create weekly email newsletters sharing school-wide and classroom news
- Organize social gatherings for families in the toddler classrooms

#### Spring Fundraiser Gala Volunteer-Communications Team

Chicago, Illinois January 2023-May 2023

- Wrote compelling copy and content for the annual Spring Fundraiser Gala, resulting in more than double the goal amount of funds being raised

Students In Free Enterprise (SIFE)

#### Project Manager & VP of Environmental Sustainability

Tucson, Arizona August 2006 - May 2009

- Led team members in organizing and implementing a college-readiness club at two local high schools
  - Implemented insights from our previous years' work resulting in increased club membership
- Supported 30 student volunteers developing and implementing projects to increase environmental sustainability

### **Skills and Certifications:**

- Certified Digital Marketing Professional – Digital Marketing Institute/American Marketing Academy
- Highly qualified elementary teacher – Arizona (2011-2020)
- Highly qualified middle grades (6<sup>th</sup>-8<sup>th</sup> grade) literacy/social studies teacher – Arizona (2011-2020)
- Strategic English Immersion endorsement - Arizona (2011-2020)
- Certified yoga instructor – Authentic Yoga Teacher Training

### **Skilled user of:**

- Google Workspace
- G Suite for Education
- Microsoft Office Suite

**References available upon request**