

# Kevin DeWeese

*Curriculum Design - Instructional Management - Education*

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## Profile

- Inventive, research-oriented, and fast-learning teaching professional with experience in both building and delivering curriculum to child and adult environments via traditional and online eLearning mediums.
- Experience in hiring, training, and management of teaching professionals in a technology-based 3:1 tutoring environment.
- Passionate about technology as a means of allowing creative instruction to engage students in course material.
- Eight years experience teaching high school English and Creative Writing leading to the ability to read a client's prior knowledge to facilitate the most effective and actionable learning environment in both one-on-one and group settings.
- Seven years as a summer camp program director with experience in staff management, supervision, and adult training of new staff members each year.
- Developed the curriculum of various subjects from journalism to rock climbing to peer leadership for summer camp participants and was responsible for training facilitators of those programs.

## Key Strengths

- Integrates eLearning technology in instruction
- Creative writing and copy-editing experience
- Understanding of using metrics from various technological sources to uncover patterns for adjusting curriculum delivery.
- Reads client understandings and able to adjust curriculum midstream
- Independent magazine and publishing experience
- Works independently and as a member of a team.
- Strong public speaking and communication skills
- Backward-designed curriculum planning

## Technical Skills

Expert	Proficient	Basic
Adobe InDesign	Flash	Lectora Online
PPT/Keynote	Camtasia	PHP Forums
Wordpress	Photoshop	Adobe Premiere
Adobe Acrobat	Website Creation	HTML coding
Google Earth	Apple iMovie	
MS Word/ Pages	MS Excel	
Ableton Live	Apple Numbers	
SMART Notebook	Apple Logic Pro	
SylvanSync		
Simplicity		

## Experience

<b>Sylvan Learning Center – Piedmont:Bay Area Education Support Systems (B.A.E.S.S.)</b>	<b>2014-Current</b>
<b>Roaming Director - Greater Bay Area Region</b>	<i>(Jan'17 - Current)</i>
<b>Center Director - Piedmont Center</b>	<i>(Jan'16 - Jan'17)</i>
<b>Director of Education - Piedmont Center</b>	<i>(Nov'14 - Jan'16)</i>

Primary responsibility of championing the Sylvan developed curriculum, managing and ensuring the quality of the education standards and teaching staff as well as growing center business.

- **Specific skills and responsibilities as the Roaming Director**
  - Responsible for supporting all possible needs for the seven B.A.E.S.S. Sylvan franchises, including but not limited to: Center Director, Director of Education, and Instructor training, ledger analysis, workflow optimization, covering open positions, hiring, behavior management, and representing Sylvan to area professionals.
- **Specific skills and responsibilities as the Center Director**
  - Achieved the highest test-to-enrollment percentage of the seven B.A.E.S.S. Sylvan franchises in 2016.
  - Managing day-to-day operations of Sylvan Learning Center in Piedmont.
  - Meeting sales and expense financial targets through marketing to drive new enrollments.
  - Monitors and tracks center performance, profit/loss controls, revenue, expenses, and fee collection.
  - Recommends and implements interventions to improve director, teacher, and student performance.
  - Established/maintained collaborative relationships with teachers, educational specialists, and school administrators/parents/teacher organizations.

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Experience Cont.

## **Sylvan Learning Center – Piedmont: B.A.E.S.S. (Cont.)**

- **Specific skills and responsibilities as the Director of Education**
  - Evaluate and redesign subject-specific programs to ensure academic success.
  - Review, hire, train & motivate all certified instructors, teachers and educational staff through ongoing trainings and workshops.
  - Contribute to center profitability by controlling labor budget through managing instructor staffing levels and schedules.
  - Recommend goal-based programs for Sylvan students as well as monitor programs to meet quantifiable performance goals.

## **Clayton Valley Charter High School**

**2012–2014**

### **English and Creative Writing Teacher**

- Continued curriculum development for Junior and Senior English and Creative Writing courses with a focus on technological literacy for coursework via wikis, blogs, and online collaborative tools.
- Created multi-tiered instruction to simultaneously appeal to both high-performing and under-performing students through tangible step-by-step analysis of the learning process, allowing for metacognition of the individual student's understanding of content.
- Responsible for peer-training in the use of new educational tech being implemented in the classroom.
- *Note: Clayton Valley High School became a charter conversion school in 2012, leaving its original school district (MDUSD) and becoming its own charter school district. My position at the newly converted charter school reflects my continuing position at an unchanging work site.*

## **Mount Diablo Unified School District – Clayton Valley High School**

**2006 - 2012**

### **English and Creative Writing Teacher**

- Developed and implemented instruction for Sophomore English and Creative Writing ROP that facilitated a student-centered classroom environment that allows an individual understanding of the course content within the context of State standards with a focus on backward-designing lessons to meet measurable outcomes.
- Proficient use of Flash, Camtasia, and PowerPoint to create technology walk-throughs and visually engaging representations of conceptual content.
- Created innovative course assignments that allowed students to create work using various online tools such as Google Earth, Google Documents, and Dropbox to collaborate and present their coursework.
- Senior Project instruction and mentorship, focusing on teaching research methods and practical application of that research.

## **Shaffer's High Sierra Summer Camp**

**2006–2013**

### **Program Director and Rock Climbing/ Ropes Course Director**

**(Summers)**

- Developed curriculum and instruction for various outdoor activities with emphasis on debriefing participants to facilitate connections between practical experience and societal and personal awareness.
- Responsible for day-to-day staffing management and program scheduling for 20+ employees
- Responsible for creating job expectations and developing work-flow schedules using Excel, OmniOutliner, Word, and Google Docs.
- Responsible for creating daily activity choices for campers within the restrictions of instructor/client ratios and site-based inventory.
- Certification as AMGA Single Pitch Rock Climbing Guide: Training involved creation of curriculum for large group and one-on-one instruction of safety, outdoor responsibility, and technique.

Education

- **Bachelor of Arts (2003) – San Francisco State University**
  - Focus: English (Creative Short Story Writing Focus)
- **Secondary Education Teaching Credential (2006-2015) – San Francisco State University**
  - Focus: Single Subject English
- **Single Pitch Instructor (2010-2014) – American Mountain Guides of America**
  - Focus: Group instruction of safety and client-defined curriculum