LAURAMARCH

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SUMMARY

Experienced learning designer, technologist, and web developer with a strong background in project management, education, and multimedia creation. Knows the value of digital technology and its ability to make an impact. Leads initiatives and problem-solves effectively using highly developed interpersonal skills.

EDUCATIONAL TECHNOLOGY EXPERIENCE

University of North Carolina, Chapel Hill
Senior Instructional Designer & Research Assistant (2017-Present)
American University
Designed, taught, and managed online faculty certification courses (2013-2017)
Developed and taught *UGST 196: The Art of Online Presentation* (Spring 2016)
The Pennsylvania State University
Designed and taught face-to-face, online, and MOOC curricula (2010-2013)

TECHNICAL & DESIGN SKILLS

- Instructional & Graphic Design
- Content/Learning Management Systems
- Website Design & Coding (WordPress, HTML, CSS)
- Adobe Creative Suite (Digital Imaging & Video)
- Qualitative & Quantitative Research
- Mac & Windows Environments
- Training & Performance Management
- Social Media & Engagement
- Curriculum Development
- Website & Learning Analytics
- iPhone/iPad App Development
- Database Software

PROFESSIONAL EXPERIENCE

University of North Carolina — Chapel Hill, NC: 2017-Present

Asheim Fellow & Research Assistant
Ph.D. Candidate at the School of Information and Library Science (2018-Present).

Senior Instructional Designer, Carolina Office of Online Learning
Led the design and production of online courses and instructional content (2017-2018). Accomplishments:
- Managed instructional design team, oversaw project workflow, and built new academic programs by partnering with administrators, instructors, subject matter experts, and developers.
- Designed course sites and curricula for an 18-course Post-Masters Certificate in Digital Curation.
- Led the creation of a grant-based online training on youth with co-occurring intellectual/developmental disabilities and mental health concerns that completed in one month and $105,000 under budget.

■ ADDIE   ■ Instructional Design   ■ Sakai   ■ Research   ■ WordPress   ■ Articulate   ■ Adobe CS

American University — Washington, DC: 2013-2017

Online Learning Trainer & Curriculum Developer
Managed university-wide training and certification programs for all online instructors. Accomplishments:
- Redeveloped training programs to focus on pedagogically-sound uses of educational technology (using Quality Matters) that tripled the amount of online course instructors in one year.
- Led a team of cross-departmental Instructional Technologists and Designers.
- Created and managed a pilot WordPress program for academic ePortfolios, blogs, and websites that drew a 188% increase in users and 260% increase in sites over projected numbers.
- Promoted from Coordinator of Faculty Technology Initiatives position within 8 months of hiring.
- Presented teaching workshops that attracted 33% - 119% more attendees than average sessions.

■ ADDIE   ■ Instructional Design   ■ Faculty Development   ■ Research   ■ WordPress   ■ Blackboard

The Pennsylvania State University — State College, PA: 2010-2013

Instructional Technologist, Education Technology Services
Advised faculty and staff on projects that utilized university-supported tools and services, tested technology, and created training documentation (2012-2013). Accomplishments:
- Designed and produced interactive media components and assessments for the first introductory visual arts MOOC on an Apple platform, which garnered over 49,500 subscribers in 3 months.
- Updated and redesigned Penn State websites to comply with ADA accessibility guidelines that prevented $100,000 in civil violation fines.

■ ADDIE   ■ Instructional Design   ■ Faculty Development   ■ Storyboarding   ■ WordPress   ■ LMS

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Marketing Graduate Assistant, Institute for the Arts & Humanities

Leveraged traditional and social media tools for university and community engagement (2011-2013). Accomplishments:

- Reduced publicity costs by $27,000+ and increased event attendance by 200% via digital marketing.
- Created and managed social media profiles, reaching 45,600+ post views and 2,400+ daily users.

■ Media Production & Post-Production   ■ Budget & Scheduling   ■ Vendor Management   ■ Social Media

Online Course Instructor, School of Visual Arts

Provided written feedback and grades to 75+ students and updated online course content (2011-2012).

■ ADDIE   ■ Learning Management Systems   ■ Adobe Creative Suite   ■ Learning Solutions

Founder & Organizer, Blue Out for Child Abuse Prevention

Created, organized, and managed a multi-year grassroots activist event that became a global news item (2011-2013). Accomplishments:

- Managed social media presence, which accrued over 35,670 Facebook/Twitter supporters and received approximately 18,000 earned media mentions.
- Recruited, trained, and managed over 70 volunteers that collected over $34,000 in 6 hours.
- Designed all promotional visuals including an event t-shirt that raised over $156,000 in donations through graphics featured on ABC, ESPN, and the Associated Press.

■ Facebook   ■ Twitter   ■ Adobe Creative Suite   ■ PR & Marketing   ■ Grassroots Campaigning

Art Education Graduate Assistant, Palmer Museum of Art

Facilitated community engagement with museum exhibitions by coordinating docent training, activity workshops, and event advertising (2010-2011). Accomplishments:

- Reduced biweekly docent meeting hours by 33% through the transition from an in-person volunteer scheduling system to an asynchronous online process.
- Increased exhibition engagement by generating monthly "Palmer Puzzle" games and podcasts.

■ Facebook   ■ Podcasts   ■ Adobe Creative Suite   ■ FileMaker Pro   ■ Microsoft Office

WeightWatchers.com, Inc. — New York, NY: 2007-2009

Project Manager of Editorial Queue & Web Design/UX Coordinator

Coordinated editorial team by prioritizing projects, creating departmental presentations, managing assignment letters and calendars, proofreading content, writing articles, and organizing creative assets. Accomplishments:

- Supervised team and managed quality assurance for 100+ pieces of online content per month.
- Designed and produced all editorial content visible to 5,600,000 monthly visitors.
- Wrote the most popular article of 2009 that was read by 11,000,000 viewers.

■ Content Management System   ■ HTML   ■ CSS   ■ Test Director's MQC   ■ Omniture Analytics

PUBLICATIONS & JURIED PAPERS

- Dick, A., March, L., Wilson, B. (2017). *Evolution of learning design to support innovation in teaching & learning*. EDUCAUSE.
- March, L. (2016). *Social media & learning engagement in online education*. USCA NDLW.
- March, L. (2016). *Practicing what we teach: Evaluating online faculty training programs*. EDUCAUSE.
- March, L. & Lee, J. (2016). *Teaching teachers to teach online: How to implement an evidence-based approach to training faculty*. SITE (pp. 696-702).
- Regnér, L. & March, L. (2015). *Realize your goal: ePortfolios to track students' path to program goal fulfillment*. AAC&U.
- Carlman, A., Geldwert, D., March, L., & Murphy, E. (2014). *Digital do-gooders panel.* AU Social Learning Summit.
- March, L, Shapiro, S (2014). *Viral viability: Student campaigns & engagement through social media*. EDUCAUSE ELI.
- March, L. (2014). *Internet memes as visual research*. NAEA.
- Martinez, U., March, L., Lin, Y. (2013). *The rhizomatic community: Interconnecting art education through mentoring*. NAEA.
- March, L. (2013). *Memes to an end: An analysis of online activist art*. Master's Thesis.
- March, L. (2012). *Social media as visual research*. National Art Education Association News, 54(5).
- Dietz, A., March, L., Meyer, M. (2012). *Engagement & collaboration with students, faculty & staff*. PSU Social Media Summit.
- Rolling, J., March, L., Pilato, N., Jung, Y., Lewis, L., Knight, W., Carpenter, B.S., Powell, K. (2012). *We are Penn State: Healing in the shadow of a climate of silence*. NAEA.

EDUCATION

The University of North Carolina at Chapel Hill

Ph.D. Candidate at the School of Information and Library Science (2018-Present)

The Pennsylvania State University

Master of Science: Art Education (2013, G.P.A. 4.0)
Master of Education: Learning, Design, and Technology (2013, G.P.A. 4.0)
Bachelor of Art: Integrative Arts (2007, G.P.A. 3.9)