Mike Pennella

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www.reinventedmike.com (portfolio & blog)

Objective:

To create more engaging and effective learning experiences through the use of innovative pedagogy and technologies as well as breakthrough narrative voice and visual design.

Work Experience:

Learning Architect & Educational Technologist, iDesignEDU (May 2015 to August 2016)

In an atypical dual role, worked directly with college faculty on the end-to-end creation of award winning next generation online & hybrid courses against rapid (90-day) development timeframes.

As Learning Architect (working hand-in-hand with faculty as sole point of contact):

- Analyzed course research to develop learner personas & focus instructional design efforts.
- Developed strategic course blueprints, plotting learner progression and lesson sequencing.
- Identified and created relevant course content including resources, discussion prompts, activities, assignments and assessments and ensured alignment with learning objectives.
  - Key focus: designing "interactivities" that reinforce digital competencies (podcasting, mind-mapping, social bookmarking, web annotation, multimedia storytelling, etc.)
- Managed workflow of virtual internal team to ensure timely course delivery; led weekly multi-functional stakeholder meetings, presenting work & theoretical underpinnings.

As Educational Technologist:

- Transformed text documents into ADA compliant LMS course pages via HTML.
- Created step-by-step tutorials and screencasts in support of course technologies; oversaw production of A/V content including voice over, editing & captioning.
- Identified relevant web 2.0 technologies and addressed integration challenges; managed subsequent knowledge transfer with internal client technologist function.

Also provided a level of writing & visual design support uncommon to either function:

- Developed overarching course narratives and wrote/edited a wide range of course content (e.g., module intros/outros) to create an engaging course "voice" & ensure clarity.
- Re-designed LMS templates to enhance readability & approachability through the effective application of CRAP design principles and the introduction of value-add visual elements.
- Also authored iDesign's first commercial course (Preparing to Teach Online), re-imagined the company's handbook as an onboarding course and scripted numerous internal videos.

I designed Ashford University's BUS 330, winner of the 2016 ADEIL College Course of the Year!

Visiting Digital Media Artist (Mellon Foundation Grant)**, [Lafayette College](#)** (Dec. 2014 to Apr. 2015)

Drove awareness and debate of transhumanist issues (the merger of man & machine) promoting *Frankenstein 2029*, a multi-disciplinary theatrical event. An example of situated learning.

- Invented and marketed fictional dot.com ([Victor NeuroTech](#)) as well as the [SAViN protest group](#) to further debate. Collaborated with Communications division to create multiple WordPress websites and [social media campaigns](#).
- Led to summer 2015 position as the [web](#) & [social media voice of the Marquis de Lafayette](#)

Co-Instructor & Instructional Designer, **[Lafayette College](#)** (Spring 2014 semester)

- Designed instruction & activities for a new multimedia journalism course (*Visualizing Information*), making optimal use of smart classroom set-up. Also led class one day a week.
- Selected, implemented and supported course technologies (dozen plus web 2.0 services), identified and organized resources, created multimedia content and evaluated learners.
- Course received 4.7 out of 5 in end of term course survey (unusually high for a new course).

Partner (also **SVP, Business Development & Mktg Director**), **[Hudson River Group](#)** (1998 to 2013)

Quantitative analysis based marketing consulting (think learning analytics for marketing spend)

- Big data, cross-silo analysis; test design and evaluation; dashboarding and forecasting.
- Managed annual relationships >$500K; created and delivered presentations to Fortune 500 C-suite; time sensitive request handling; translation of technical concepts to lay audiences.
- Relative to sales development: rapid, in-depth situational analysis, software demos, custom proposal creation and presentation. Millions of dollars of future billings won during tenure.

Copywriter, [Foote, Cone & Belding](#) (1993 to 1997)

Worked at NYC office of this global ad agency developing campaigns for a wide variety of clients.

Education:

Master of Educational Technology, **[Boise State University](#)** (December 2014)

- Project oriented coursework in learning theory, instructional design, resource management, community building, social media, gamification, HTML design & evaluation. 4.0 GPA.

Bachelor of Arts (Communications), [University of Virginia](#) (Fall 1989)

Edtech Tool Know-How:

- **LMS experience**: Canvas, ChalkUp, Edmodo, iTunes CM, Moodle, Schoology, Rezzly
- Extensive vocabulary of social media, web 2.0 & authoring tools (Apester to Zapcodes!)

Interests:

Ultimate frisbee, indie movies, dream research, running, power pop, soccer coaching, learning