



RONDA SAWYER

Instructional Designer

View my portfolio
<https://rondasawyer.com>

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PROFILE

I am seeking the position that can benefit from my skills in making the most complex topics seem straight forward using technology and education. Along with the subject matter expert and partners, I will deliver engaging, innovative lessons to the target audience using adult theories to fill in gaps of knowledge and skills after determining a need. I thrive on problem solving in an individual work setting or as part of a collaboration in a fast-changing technical environment.



REFERENCES

Sandi Consevage
Masters of Marketing
(210) 913-4376
sandi.consevage@gmail.com

Beverly Schaefer
Owner/Operator of BTX-Press
(210)573-0693
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Jessica Marcha
Academic Dean, Jordan MS
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EXPERIENCE

WEB DESIGNER

2018-PRESENT

- Design and develop websites using WordPress
- Analyze data to find what topics will generate the most engagement
- Research to find the best SEO key words for maximum effect.
- Create content for websites to engage the target audience
- Manage online marketing and design ads for Google, social media
- Network & communicate with potential clients and business partners

REAL ESTATE SALES

2017-PRESENT

- Communicate on the buying/selling process, including blogging for added credibility.
- Form a clear schedule of events that will take place for each transaction
- Manage time wisely to balance out transactions and gaining new clients.
- Create marketing material for each home but also the Real Estate Team
- Create email marketing campaigns to attract and keep potential clients
- Develop Ads for social media that would engage a targeted audience to get the best ROI.

MATH TEACHER/AVID COORDINATOR

2005-2017

- Participated in, created, and presented ongoing staff development
- Created engaging, diverse and effective lessons by understanding my audience and using real-life scenarios.
- Analyzed student data and made adjustments to curriculum & design.
- Coordinator of the AVID program, included overseeing and hiring tutors to help the students in areas in which they struggled.
- Used a YouTube channel and website to gain a larger reach for reteach

EDUCATION

- Digital Marketing Certification, Univ of Illinois at Urbana-Champaign, 2021
- Web Design and Development Certification, Northside Activity Center, 2017
- Teacher Certification, Generalist 4-8, TOPP Region 20, 2004
- Bachelor Degree in Human Resources, Tarleton State University, 1998
- Previously held PHR license 2000

EXPERTISE

- Articulate Storyline 360
- Articulate Rise 360
- WordPress
- Multiple Client Relationship Management Systems (CRM)
- Ad Design/ Canva/ Adobe Suite
- Google Slides, Sheets, Docs, Forms
- Word, PPT and Excel
- Zoom and Loom

Will learn new systems fast and with precision.

SKILLS

- Adult Learning Theories
- Needs Analysis
- Multitasking
- Work Ethic
- Accountability
- Public speaking
- Forming and Maintaining Relationships
- Working Under Time Constraints
- Managing People/Leadership
- Motivation Strategies