

April McKinley

[LinkedIn Profile](#)

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Cary, North Carolina

About Me

I am an Instructional Designer, Trainer and Professional Development Instructor. I am a collaborator and lifelong learner at heart. My background includes Adult and Collaborative Learning Theories, Curriculum Development, ADDIE Model, Storyboarding, Backwards Design, Quality Matters standards and Instructional Principles/Methodologies.

Applications

- NovoEd
- Articulate Rise
- Adobe
- LMS: Sakai, Moodle and Canvas
- Microsoft Office: PowerPoint, Word, Excel
- Google Suite

Education

MA · Educational Innovation, Technology, and Entrepreneurship (Learning Engineer)
University of North Carolina at Chapel Hill
BA · Education · University of South Florida, Tampa, FL

Certifications and Projects

- Certified Mentor & Clinical Educator
- Certified ESOL (English Speakers of Other Languages) Instructor for adults and students
- Creating a Culture of Collaboration (LinkedIn)
- Collaboration Principles & Process (LinkedIn)

MetaMetrics:

- Conducted SWOT analysis
- Built prototypes of minimum viable products
- Completed instructional design work using best practices aligned to Quality Matters and web content accessibility guidelines

Work History

NovoEd, Intern, Solutions Consulting and LXD 9/2021-5/2022

Remote/Online

- Created learning science research guide to support sales and marketing teams
- Conducted discovery, needs analysis and user testing of features
- Designed and built custom learning experiences for prospects and clients, based on discovery and needs analysis

Senior Program Administrator 4/2019-current

UNC Chapel Hill, Center for Civil Rights

- Training, supporting and supervising interns and externs
- Managing multiple projects, maintaining complex calendars and coordinating travel
- Organized and executed national symposium
- Grant writing 2-4 per year to support the Center
- Fundraising, generated more than one million dollars for the Center and Law School
- Event planning, marketing, event logistics and budgeting
- Handling communications, messaging and social media
- Providing project data & results for funders, director and UNC Law

Business Services Coordinator 1/2019-4/2019

UNC School of Nursing

- Facilitated grants management by working with PI's
- Reconciled monthly expenditure and project reports
- Worked with grants manager to troubleshoot, made recommendations to find solutions

Educator, Instructor & Mentor 8/2004-5/2018

Pinellas County, FL

- Awarded High Impact Teacher distinction from the state
- Rated Highly Effective for 12 years- highest awarded
- Effectively Mentored 3-5 new teachers per year
- Analyzed & utilized data with School Improvement team
- Acting Team Leader and hiring and planning committee
- Multicultural Advisory Committee Lead Educator
- Grant writing to fund school-wide initiatives
- Created a grant funded reading fluency program
- Teacher of the Year candidate for state of Florida

Enterprise Management Solutions 2/1999-7/2004

Marketing Manager

- Utilized data to plan corporate field marketing events
- Marketing, budgeting and coordination of trade shows