



# Rachel Hartley-Smith

DIGITAL DESIGNER/STORYTELLER

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Bloomington, IN

## EDUCATION

College of Communication, Information, and Media  
Ball State University, Muncie, IN

### M.A. Digital Storytelling

2007

- Awarded full scholarship & assistantships
- Notable Thesis: Created and managed live online literary magazine sharing multimedia/hybrid genre creations submitted by artists from around the world.

Inland Northwest Center for Writers  
Eastern Washington University, Spokane, WA

### M.F.A. Creative Writing

2012

- Focus: Creative Nonfiction
- Awarded full scholarship and teaching assistantship
- Website editor on Management team for literary magazine, *Willow Springs*

## KEY COURSES & CERTIFICATIONS

- New Media Theory
- Visual Communications
- Digital Production and Story Design
- Foundations of Online Teaching Certification (College of DuPage)
- Online Faculty Certification (Ivy Tech)
- Critical Friends Group Coach
- Teaching Practicum in Higher Education
- Certified Teacher Consultant, Indiana Writing Project

## PROFESSIONAL SUMMARY:

A lover of design, invention, and learning, I am multi-skilled in digital content creation and communication management. Over the last decade, I have worked in various settings as an end-to-end communications project manager, from initial concept and strategy through final evaluation and publication to ongoing growth and refinement, building and managing publications, professional websites, and adult courses as well as marketing campaigns, videos, illustrated articles, and slide-based presentations. I have mostly self-learned working within major creative software applications and content management systems, building, organizing, analyzing, problem-solving, and updating. I not only bring my technical know-how and design skills in digital storytelling but also offer my education and expertise with research and creative processes as a long-time, human-centered academic instructor of writing, inquiry and academic research, and communication courses.

## WORK EXPERIENCE

### Manager of Operations & Communications

2018-Present

National School Reform Faculty

Currently managing a small education-based nonprofit organization contracting experiential professional development as virtual and on-site trainings to improve collaboration, equity, and belonging in learning communities, serving public and private schools, school districts, organizations, and universities around the world.

- Managing office operations, contracted sales and projects, and communications including internal and external communications, marketing projects re: products, publications, and newsletters; arranging and managing contracted adult trainings in virtual settings and face-to-face; leading customer support, data analysis, accounting re: budgeting and invoicing, and hiring/training/supporting new staff.
- Manager and core developer for Wordpress website and user database, developer of key digital product elements, including an interactive and searchable resource library, and digital content of all media types for site visitors and paid members.
- Core decision-maker, developer, and designer of new Learning Management System, building course templates, trainer/supporter of LMS users, and tech producer for virtual professional trainings which had previously only been face-to-face.

### Website Designer/Developer & Consultant

2021-Present

Ball State University, Creative Writing Program, *River Teeth journal*

Designer/developer and consultant working with faculty and student intern team to design and develop a new, refined, dynamic WordPress Divi website for long-lived *River Teeth: A Journal of Nonfiction Narrative*. Preparing to go live November 2023!

- Built a fully customized, complex site that is modern and reflective of journal's concepts and branding, able to display archived materials in new ways, able to take in user subscriptions and submissions, and appealing to a wide audience of writers and subscribers.
- Created a highly customized, accessible and visually understandable User Dashboard for faculty and student interns, alongside instructional training/support for student intern website editors and page developers as they move over archived material and add new material on a regular basis and as student teams change year after year.



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## SKILLS

- Digital design and storytelling, all aspects of content creation, including graphics and websites, videos and slideshows, writing and copy editing
- Project Management, all aspects & multiple programs, internal and external communications
- Website front-end design and development/upkeep, content management systems, WordPress, Squarespace, blogging, online stores, user/member databases, SEO, and some coding
- Marketing and brand-building, including newsletters and social media management and networking
- Instructional design for pedagogical theories and approaches, models and applications; elearning design and development
- Learning Management Systems for course design and development as well as administrative core site building and design/branding, course templates, and course facilitator training/support
- Event Management, virtual and face-to-face, all aspects
- Adobe Creative Cloud, esp. Photoshop & InDesign
- Microsoft Office Suite, all aspects
- Google Workplace Suite, all aspects, and Google Classrooms

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## Instructor of Writing, English Programs

2012–2022 Liberal Arts & Communication, College of DuPage

Adjunct professor of English and Academic Writing teaching multiple face-to-face and online courses developed for a diverse student population and shared through the Blackboard Learning Management System, including such courses as Developmental Writing, English Composition, Inquiry and Research Writing, Creative Writing, and Creative Nonfiction.

- Created and implemented scaffolded, unit-based curriculum, using backwards design with elevated elements of written reflection, for courses with and without textbooks.
- Developed curriculum purposed in leading students to create in-depth essays and media through deeper critical thinking, analysis, academic research, and creativity through the practice of effective processes: brainstorming techniques, deeper inquiry, research and reference skills, reflection and self-assessment, and tactics involving audience awareness, drafting and design, collaborative feedback, repeated revision, proofreading, and evaluation.
- Applied universal design and visual storytelling to curriculum for a highly diverse student population highly varied in age, physical and learning abilities, and English Language familiarity. Used qualitative and quantitative student surveys and open discussions to collect feedback for ongoing course improvements semester after semester.

## OTHER NOTABLE WORK

### Website Designer/Developer & Consultant

2019–Present Harmony School, Bloomington, IN

- Designed/developed creative WordPress website for this independent preK-12 school to more effectively reflect its brand, unique culture, and ethos. Offering ongoing support.

### Instructor of Writing

2014–2015 Loyola University, Chicago, IL

- Designed/developed and taught, face-to-face, a unique curriculum for core writing course, "Writing Responsibly," to coincide with university goals and objectives.

### Instructor of Journaling, Writers in the Community

2012 Isabella's House/ New Horizon Care Centers, Spokane, WA

- Designed and lead unique round-table curriculum introducing memoir writing techniques and multi-media journaling to women overcoming drug addictions.

### Instructor of Writing & Communication Courses

2008–2010 Ivy Tech Community College, Central Indiana

- Designed/developed and taught face-to-face, online, and hybrid curriculum for foundational courses including Introduction to College Writing, English Composition, Creative Writing, Intro to Communications/Fundamentals of Public Speaking.

### Web Team Member for University's Primary Website

2007–2008 Division of Strategic Communications, Ball State University

- Content management, navigational planning, designing and building informative and promotional graphic illustrations.
- Conducted usability testing & marketing research.
- Trained and supported student writers in creating online content for student "blog" campaign.