

## Current Experience

### Vista Charter Academy • At-Risk Math Teacher • 2019 - Present

- Work with educators and administrators to create and standardize curriculum and scope/sequence documents, ensuring a unified approach to mathematical education across various grade levels.
- Engage students to deepen their grasp of mathematical concepts by utilizing differentiated instruction, small-group teaching, and hands-on activities.
- Serve as a mentor for teachers in their initial three years in the field, providing guidance, feedback, and insights to support their professional growth and effectiveness.

### Reformed Church in America • Design & Marketing Consultant • 2019 - Present

- Craft branding for various programs within the RCA's brand identity, including the creation of meaningful visual marketing, logos, workbooks, and design guidelines.
- Collaborate with cross-functional teams to maintain brand consistency across various platforms and marketing campaigns, reinforcing the institution's reputation as a center for formational leadership.
- Provided meticulous copy editing ensuring brand consistency, grammar accuracy, and adherence to industry-specific terminology, resulting in enhanced communication and professionalism in client materials.

### Caroline Sterr Creative • Freelance Graphic Designer & Photographer • 2018 - Present

- Generate captivating and innovative designs for a diverse array of print and digital assets including: logos, brand identities, brochures, and social media visuals.
- Work closely with clients to gain a thorough understanding of their design and photography needs, ensuring transparent communication and successful realization of projects.
- Leverage exceptional interpersonal skills to cultivate positive relationships with clients, leading to loyalty, repeat business, and valuable referrals within the industry.

## Past Experience

### Calvin University • House Mentor • 2021 - 2023

- Assist students by creating an inclusive living atmosphere, promoting personal growth and well-being.
- Developed comprehensive initiatives aimed at enhancing community engagement, facilitating personal development, and supporting academic achievement among residents.
- Worked collaboratively with fellow mentors, university staff, and community partners to orchestrate activities that encouraged cultural appreciation, social responsibility, and a cohesive sense of community, bolstering positive interactions among residents.

### City Chapel & Encounter Church • Social Media Manager & Photographer • 2016 - 2020

- Conceptualized a comprehensive media strategy, spanning digital platforms and physical spaces, to enhance engagement and foster community involvement within the church, boosting online and in-person engagement.
  - Designed visually appealing graphics and captured compelling photographs during church events, creating a dynamic and authentic brand image to be utilized on the website, social media channels, and email campaigns.
  - Provided training to congregation members, equipping them with the skills to confidently shoot manually in dynamic events with complex lighting scenarios, significantly improving the quality of event documentation.
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## Education

Hope College • BA in English & Mathematics • 2011-2015

Glasgow Caledonian University • Professional Diploma in UX Design • 2021-2022

Google (via Coursera) • Professional Certificate in Project Management • In Progress