

# SUSAN GRAHAM

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<http://grahamconsulting.weebly.com/index.html>

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*Enthusiastic, dedicated, and hard working education professional, a strong team builder and leader*

- Over 15 years of education industry experience
- Highly experienced in strategy development
- Effective multi-tasker and problem-solver
- Adept at establishing and managing accounts
- Excellent communicator and presenter
- Developer of revenue generating programs

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## MANAGEMENT EXPERIENCE

### **AcademicMerit, LLC**

**Director, School Relations** - August, 2011 – present

- Play a key role in establishing the company's operations, creating and carrying out all customer relationship procedures and product implementation plans
- Develop and execute the company sales strategy including identifying target customers, setting revenue goals, performing on-site and cold-call sales and marketing tasks
- Prepare and deliver presentations to potential clients and established clients on-site and via webinars
- Serve as the point person for all customer relations
- Communicate all customer needs to company cross-functional groups and represent the customer's voice in company meetings

### **Graham Consulting, Portland, ME**

**Founder/Lead Consultant** - April, 2001 – July, 2011

- Worked collaboratively with clients to conceptualize, plan, and develop new products
- Authored curriculum, conducted educational research, and scripted professional development services, specializing in curriculum mapping, assessment development, and standards alignment
- Conducted targeted market research to inform development of client's services and products
- Managed teams of freelance writers, graphic designers, and software developers

### **Walch Education, Portland, ME**

**Director of Education** - May, 2006 – December, 2009

- Established and managed partnerships with district-level administrators nationwide to create custom grades 6 - 12 English Language Arts curriculum and assessment solutions
- Planned, authored, and delivered print products and professional development services
- Acquired titles through negotiations with work-for-hire and royalty authors, managing the process from proposal through final product delivery
- Collaborated with all functional areas to establish protocols and coordinated activities in production, sales, advertising, product research and development, marketing research, implementation, etc.

### **The Classwell Learning Group, Boston, MA**

**Director of Assessment** - January, 2001 – April, 2001

- Created, maintained, and improved an internet-based system for diagnosing, assessing, and monitoring student learning
- Managed cross-functional teams to create new content and technologies
- Monitored market and competition; identified new product opportunities, partnerships; and provided sales and marketing support

### **SmarterKids.com, Inc., Needham, MA**

**Director of Education** - July, 1998 – January, 2001

- Conceived, developed, and managed the overall educational strategies and direction for award-winning e-Commerce site
- Built, oversaw, managed, and directed Product Review Team and State Assessment Project
- Established and maintained strategic alliances based on educational merit

**Freelance Curriculum Developer**, various (MA, NY, CA)

**Writer/Researcher** - August, 1997 –July, 1998

**Intern/Researcher/Program Associate** February, 1995 – July, 1997

- Provided services for the Metropolitan Center for Urban Education, the National Center for Health Education, Voices of Love and Freedom, Peace Games, and Primary Source
- Conducted qualitative research and co-authored report Change Process of the Robin Hood Teaching for Success Project

## **EDUCATIONAL ADMINISTRATION EXPERIENCE**

**Cumberland County YMCA**, Portland, ME

**Director of Youth and Family** - September, 2005 – May, 2006

- Responsible for the administrative operations, management, and implementation of all youth, teen, family and humanities programming at the YMCA’s downtown Portland location
- Hired, trained, and evaluated part-time staff and volunteers
- Developed collaborative relationships with community organizations including the Portland Museum of Art and Junior Achievement

**Smart COOKies, Inc.**, Somerville, MA

**Co-Founder/CEO/Vice President of Product Development** - August, 2003 – September, 2005

- Led a child-enrichment education company that used cooking as a springboard for teaching children reading, math, science, social studies, nutritional and practical skills
- Created and carried out the business plan, curricula, and public relations for all services including classes, workshops, parties, and events
- Formed strategic business relationships with for-profit and non-profit organizations

## **TEACHING EXPERIENCE**

**The American School in London**, London, England, - August, 1995 – June, 1997

**Merritt Elementary School**, Washington, DC, - August, 1992 – June, 1994

- Designed and implemented developmentally appropriate standards-based curriculum incorporating elements of “best practice theories” including: Depth of Knowledge, Bloom’s Taxonomy, Differentiated Instruction, and Authentic Assessment
- Collaborated with colleagues to rewrite curriculum guidelines for the Early Childhood program
- Participant in school-wide initiatives including: Parent Education Nights, Grant Writing Committee, Professional Development Committee, Philosophy and Objectives Accreditation Committee, and Social Studies Accreditation Committee

## **EDUCATION**

**Harvard University, Graduate School of Education**, Ed.M., 1995

**New York University**, A.A., 1990 B.S., 1992

## **ADDITIONAL SKILLS AND INTERESTS**

- Expert user of Microsoft Office Suite, Microsoft SharePoint, Adobe Acrobat Pro, and JIRA
- Photography, painting and drawing enthusiast
- Active elementary school parent volunteer
- World traveler and “foodie”

## SELECT SPEAKING EXPERIENCE

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**Bringing *Academic Merit's Suite (Fine Tune, Assessments 21, and Literary Companion into the Classroom***, Pascack Valley Regional High School District, New Jersey and Springfield Public Schools, New Jersey, November 2011, and January 2012.

**Implementing the *Maryland Academic Support Program (ASP) for English II HSA Mastery***, Baltimore City Public Schools and Baltimore County Public Schools, Maryland, June 2007, January 2008, June 2008, and June 2009.

**Implementing the *Academic Support Program (ASP) for Summer School (Grades 6 - 8)***, Richland One Public Schools, Columbia, South Carolina, June 2008 and June 2009.

**Implementing the *USVI Academic Support Program (ASP) and Power Basics series***, St. Croix Public Schools Special Education, Christiansted, Virgin Islands, September 2008.

**Introducing *Optimize Learning!* by Walch Education**, ASCD Annual Conference and Exhibit Show, Anaheim, California, March 2007.

**Edible Art and Designer Trail Mix**, with Amy Dempster at The Children's Museum of Boston: Go Kids Kick-off Weekend, October 2004.

**Stir Up Fun**, with Amy Dempster at The Children's Museum of Boston: Week of the Young Child Celebration, April 2004.

**Technology, Testing, and the Internet: Innovative Ways to Integrate Assessment and the Web**, National Association for the Education of Young Children Annual Conference, Atlanta, Georgia, November 2000.

**The Internet: Bridging the Gap Between Schools, Assessment, and Parents**, NECC 2000, Atlanta, Georgia, June 2000.

**Interfacing Technology and Assessment**, National Association of Elementary School Principals Annual Convention, New Orleans, Louisiana, March 2000.

**Language Arts: Reading, Writing, Speaking and Listening**, with Patrick Lee, Diane Weissman, Jin Choo, and Jill Chase at The American School in London, London, England, January 1997.

**Countering Prejudice in the Early Childhood Classroom**, European Council of International Schools Annual Conference, Nice Acropolis, Nice, France, November 1996.

## SELECT ARTICLES AND PUBLICATIONS

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***Academic Support Program for English Language Arts, High School*** Curriculum Developer, Assessment Author and Managing Editor role for Walch Education, 2007-2009. \* *Custom versions for Florida, Maryland, U.S.V.I., & Georgia.*

**"Stir Up Learning in the Kitchen: Recipe for Success from Smart Cookies, Inc."** *Info Lines: Warm Lines Parent Resources Magazine*, May/June 2004.

**"Achievement Planner for Grades 3 – 5 Mathematics"** Curriculum Developer and Managing Editor role for Kaplan K–12 Learning Services, Summer 2003.

**"Achievement Planner for Grades 3 – 5 Language Arts"** Curriculum Developer and Managing Editor role for Kaplan K–12 Learning Services, Summer 2003.

**"Homework Helpers,"** *New England Family: A New England Family Newsletter*, Winter 2000-2001.

**"A Smart Approach: What's Your Child's Learning Style?"** *Parent Guide Magazine*, October 2000.

**"Make the Most Out of Summer Learning Experiences,"** *New England Family: A New England Family Newsletter*, Summer 2000.

**"Bookmark It! Buying Books On-line,"** *Info Lines: Warm Lines Parent Resources Magazine*, November/December 1999.

**"Change Process of the Robin Hood Teaching for Success Project,"** with Maria Rodriguez and Carrie Lewis for the Metropolitan Center for Urban Education, New York University, July 1999.