



Mallorie Burczyk

Instructional Designer

Dynamic instructional designer who develops engaging and effective learning experiences with lasting results. Skilled at melding project management principles with progressive curriculum development while building partnerships, facilitating stakeholders, and staying on time. Thrives in a fast-paced environment that encourages big ideas.

Experience

2009 - Present

Multiple Schools in the US, Germany, and China

Curriculum Development Coordinator and Educator

- Responsible for managing multiple teams of SMEs to create cohesive, differentiated, and scaffolded curriculum.
- Taught over 2,500 students (ages 11-22), which included teaching over 100 different courses.
- Utilized learning management systems to track data and present digital courses, including Google Classroom, Canvas, and Infinite Campus.
- Applied the SAM model in the creation of 250+ in-person and eLearning modules based on feedback loops, ensuring more than a 98% pass rate in high-stakes testing environments.
- Implemented new technologies based on change management needs assessments, including testing apps, coordinating with vendors, and reviewing materials for course standard conformity.
- Integrated DEI principles to create programs for marginalized communities that increased organization-wide participation by 31%.
- Developed online and in-person courses for adult educators to embrace new technologies, including social media as an extension of the classroom, AI integration, and using Canva to enhance learning experiences.
- Designed a social media workshop for educators that resulted in a 25% increase in teacher engagement and a 40% increase in student engagement on social channels.
- Managed stakeholders in the education, nonprofit, and business sectors to raise more than \$100,000 for various nonprofit organizations.
- Partnered with local businesses to create an internship program for students.
- Secured venues, sponsors, and contractors to drive successful outcomes of 70+ events, ranging from 50-1,500 people.
- Mentored and supervised 14 young professionals, providing guidance on instructional strategies, classroom management, and professional development, along with constructive feedback to enhance their teaching skills.

2017 - 2018

UpVerb | Remote

Freelance Social Media Manager and Content Creator

- Expanded the brand identity and SEO strategy for a small language learning company.
- Created posts on all social channels (Instagram, Facebook, and Twitter) that boosted engagement by an average of 38%.
- Wrote educational blog posts meant to help adult language learners consider alternative ways to increase their language learning ability.

Contact

Portfolio

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Address

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Germany

Education

2022

Google Project Manager Certification

2010

Master of Arts in Teaching

Bellarmine University

Recipient of the 2010 Nancy Howard Merit Award in Graduate Education

2005

Bachelor of Arts - Integrated Strategic Communications

University of Kentucky

Languages

English: Native Speaker

German: Fluent

Expertises

ADDIE Model

Articulate 360

Captivate

Canva

Procreate

Camtasia

Workshop facilitation

Event management

Social media content creation

Social media management

Content creation

Copywriting

Google Docs, Sheets, Slides, and Forms

Apple Pages, Keynote, and Numbers

Microsoft Office Word and Excel

Experience

2007 - 2009

Humana, Inc. | Louisville, Kentucky, USA

Communications Analyst

- Created all custom consumer content that reached over 5 million customers a month for SmartSummary, an award-winning healthcare tool.
- Developed high-quality internal training documentation and presentations for company-wide understanding of the SmartSummary product, ensuring stakeholder buy-in.
- Trained onboarding sales team members about the SmartSummary tool in order to boost sales across all markets.
- Pitched the SmartSummary tool to all prospective clients, resulting in over 90% of them choosing packages that included the tool.
- Wrote all copy for the user portal rotating web banner, a data-driven part of the online user portal, reaching hundreds of thousands of members each month.
- Edited copy for other team members working on consumer-facing content.
- Managed relationships between the production channels, including IT, legal, data, and quality control teams, to ensure on-time delivery of content to consumers.

2006 - 2007

Toyota Tsusho | Georgetown, Kentucky, USA

Account Representative

- Managed relationships with clients for multiple national accounts as part of the steel supply chain for a Toyota plant, all of whom renewed their contracts during the position tenure.
- Analyzed delivery trends in collaboration with clients to develop highly efficient kanban scheduling and processes that led to 100% on-time project delivery.
- Trained onboarding account representatives and warehouse employees on all processes and software required to maintain effective supply chains.