

Experience

Education Community Manager, User Success Team

06.22-10.23

Observable, San Francisco, CA

Education advocate and liaison among engineers, product designers and more than 300 active education users of a collaborative Javascript notebook platform. Supported university teachers, researchers, and students across data science, data visualization, digital humanities, and other fields.

- Primary contact for instructors using the platform in over 125 university classrooms, established programs for supporting the growth of curriculum using Observable.
- Developed and deployed targeted communications and data-based marketing campaigns, developed analytics dashboard and community health and activity.
- Lead and managed education projects with cross-functional collaborators including engineers, data scientists, product managers, marketing, and Observable users.
- Managed learning-focused events including student data visualization competitions, educator meetups, open office hours, and was on the planning team for an annual conference.
- Member of a DE&I committee charged with reviewing and revising the company mission, policies, and events to maintain inclusivity.
- Designed and managed the education discount fulfillment process, automating activity across productivity platforms including Github, Stripe, and Observable notebooks.

Director of Product Development

03.19-06.22

Institute for Learning at the University of Pittsburgh, Pittsburgh, PA

As the first product manager at the IFL, I was brought on to support the digital evolution of professional development tools that help K12 teachers provide high-quality learning that helps students build critical thinking and deep reasoning skills.

- Led the transition from in-person instruction to online learning and digital distribution by balancing stakeholder needs and avoiding disruptions to work in the field.
- Collaborated with K12 coaches and researchers to implement online workshops in *Accountable Talk* and *Content-Focused Coaching* in the Canvas learning management system.
- Managed a cross-functional team including graphics designer and video producer for product development and marketing.
- Managed digital marketing initiatives and automated a weekly email to 10,000+ subscribers.
- Developed an e-commerce website on the Shopify platform, streamlining the sale and fulfillment of instructional materials. Gathered functional and nonfunctional requirements, led the technical implementation and integration of the system, and provided onboarding.
- Contributed to a working group promoting equity for collaborating K12 districts. Projects included creating data capture tools, teacher training, and internal education opportunities.

Media Coordinator

01.15 – 03.19

Department of Engineering and Public Policy at Carnegie Mellon University, Pittsburgh, PA

I worked with four academic groups within Carnegie Mellon's College of Engineering to help share research and recruit diverse students to work in engineering and environmental innovation.

- Revived a historic quarterly newsletter for alumni, students, faculty and staff in digital form.
- Worked with faculty to produce policy briefs and presentations that communicate research to non-experts and accurately reflect their findings. Produced similar webinars, videos, photography, and print materials as needed.
- Led department's website re-design and improved social media to highlight new research, which included building relationships and maintaining alignment with other university offices.
- Aligned outreach projects with the strategic plan of the department, college, and university.
- Met regularly with department's Diversity Committee and Culture and Wellness Committee.

Outreach Manager

09.13 – 01.15

Working Examples Project at Carnegie Mellon University, Pittsburgh, PA

As the first outreach position for the project, I worked to grow an online community of practice for educators, game designers and researchers.

- Co-developed an engagement-focused outreach strategy that included events, networking, curated discussions, and workshops.
- Facilitated a Working Examples conference track at the Games, Learning, Society (GLS) conference and sessions at SXSW in 2014 and 2015.
- Facilitated human-centered design workshops for grad student researchers.
- Designed marketing content; webinars, social media, blog posts to increase engagement.

Marketing Coordinator

06.11 – 09.13

Nuventive, Pittsburgh, PA

Nuventive provides enterprise software and services for assessment and accreditation in higher education.

- Managed a marketing strategy and the Nuventive brand, and content generation.
- Worked with marketing partners Microsoft and Ellucian on product and marketing strategies.
- Produced print and digital campaigns, newsletter, product sheets, case studies, and signage.
- Managed participation at 25+ annual events, including marketing, logistics, and lead capture.

Marketing Coordinator

03.06 – 06.11

Simcoach Games, Pittsburgh, PA

Simcoach Games develops game-based safety and product training, combining industry regulations, instructional design and videogame techniques to create unique and effective training experiences.

- Designed print and digital campaigns focused on game-based training and safety culture.
- Engaged stakeholders to identify requirements; supported developers to test and implement.
- Provided technical support for off-the-shelf software and proprietary game distribution system.
- Managed the organization's brand and web properties, and designed marketing assets.

Consultant, Marketing Coordinator

04.07 - 09.10

J&S Solutions, Gibsonia, PA

J&S trained student journalists and advisors working at university-level publications.

- Led newspaper workshop series for universities with Pennsylvania Newspaper Association.
- Designed and marketed ongoing training to newspaper staff at regional universities

Education

Master's in Educational Technology & Applied Learning Science

Carnegie Mellon University

Bachelor of Science in Game Art & Design

The Art Institute of Pittsburgh

Bachelor of Arts in Graphic Design with a Minor in Communications

Indiana University of Pennsylvania,
Cook Honors College

Publications

Zywica, J., Francis, C., & Roberts, A. Building a foundation for impactful work – a design jam. Workshop at the Games Learning Society Conference 10.0, Madison, WI. June 11-13 2014.

Myers, E., Francis, C. Simulation-Based Electrical Safety Training: An Innovation in Safety Culture. IEEE Xplore Digital Library. 2011.

Certifications

Project Management Professional, PMI
ID 3128254
August 2021 - August 2024

Other Stuff

Judge of Elections, Allegheny County,
2020-present

Founder, *EdTechPGH Meetup*, 2014-2017

Grant writer, staff, technical writer, performer
The Pittsburgh Comedy Festival, 2014-2016

Moderator | "Gaming the System: Teachers Hacking the Classroom" panel, SXSW 2015

Organizer | *Startup Weekend EDU*, 2015

Moderator | "Hot Topics in Gaming," Art Institute of Pittsburgh faculty and alumni panel, 2014

First Place | *Startup Weekend Pittsburgh*, 2014