

MARICEL LAWRENCE



317-772-1045



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<http://malportfolio.weebly.com/>



Indianapolis, IN

EXPERIENCES

Purdue University – West Lafayette, IN

Online Program Launch Director – Purdue Online Learning

April 2017 – Ongoing

- Work with academic units to launch new online degree offerings, helping them successfully navigate all stages from initial idea, market analysis, to development and launch of the new program.
- Collaborate with instructional designers and video production experts to develop online courses and programs.
- Build well-structured project plans and develop guidance documents that improve the efficiency of new program development for the Purdue system.
- Provide leadership, coordination, management and support for Purdue Online Learning innovative activities and initiatives.
- Promote the use of data-driven research and analytics to improve student learning outcomes, course and program development.
- Identify faculty needs, design, develop and deliver appropriate solutions. Work effectively with a diverse set of units on campus, external partners, and focus on achieving goals and finding creative solutions to problems.
- Lead and promote system-wide activities, including the development a student online readiness module, coordinating marketing efforts for online programs, among other activities.
- Lead a group of professionals supporting online learning.

Associate Director, Digital Education

May 2015 – April 2017

- Selected and coordinated the development of online undergraduate courses and MOOCs (Massive Open Online Courses) in collaboration with faculty, department heads and instructional designers.
- Created and managed contracts and budgets for online courses.
- Oversaw student registration, grading and examinations.
- Provided reporting on programs for departmental and University purposes.
- Coordinated the Faculty Advisory Committee and the Distance Learning Awards Committee.
- Worked closely with campus stakeholders such as Purdue IT, the registrar's office, the bursar and academic advisors.
- Led the Quality Matters initiative on campus
- Coordinated [National Distance Learning Week](#) with 3 Purdue campuses.

SKILLS

Building Coalitions:

- Ability to network and build partnerships
- Politically savvy
- Persuasive, innovative and influencer

Leading Innovation:

- Creative
- Flexible and resilient
- Strategic and critical thinker

Education and training:

- Deep understanding of learning models (ADDIE, Blooms's Taxonomy, Kirckpatrick's levels of training evaluation)

Leading People:

- Leverage diversity
- Team builder
- Focused on employee development

Results Driven:

- Accountable
- Customer/stakeholder oriented
- Problem solver

Business Acumen:

- Focused on financial, technology and human capital management

Languages:

- Spanish (Native language)
- Italian

Technologies:

- MS Suite
- Adobe Creative Suite
- Blackboard
- Camtasia
- Webex

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- Developed and delivered an online course for advisors with the purpose of educating them about online education and provide them with learning and advising online resources.
- Led a group of professionals supporting online learning.

CSCI Consulting Inc. – Indianapolis, IN

Personnel Development Specialist

May 2014 – May 2015

- Responsible for employee outreach using local networks and social media.
- Actively and consistently supported all recruiting efforts to simplify and enhance the customer experience.
- Creatively sourced qualified, top-notch candidates for a diverse range of technical skill levels and functional areas and across several geographies.
- Collaborated with hiring managers and other members of the recruiting team to develop and lead recruiting efforts that effectively generate qualified leads targeted in tough-to-fill Information Technology markets.
- Assisted with recruitment advertising, incorporating employment brand while recommending new sites/tools to drive timely and cost-efficient hiring with the best talent on the market.
- Responsible for the on-boarding process of new employees.
- Ran accurate reporting metrics around recruiting efforts and employee retention.
- Designed, developed and delivered employee training.

Berlitz International Inc. – Indianapolis, IN

Market Area Instruction Manager

April 2012 – May 2014

- Supported the learning centers in Indianapolis, St Louis, Columbus and Pittsburgh.
- Supported all programs by analyzing students' needs, identifying appropriate materials and creating specialized curricula as required.
- Responsible for recruiting and on-boarding process of instructors for the Learning Centers. Tracked and managed instructor staffing levels.
- Main facilitator for the Virtual Instructor Qualification Program for the U.S.
- Led and supervised instructors.
- Managed instructor retention initiatives.
- Responsible for the instructor's professional development.
- Responsible for managing instructional budget.
- Advised students through their language learning experience.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Emerging Leaders of Online Education Program

Online Learning Consortium
and Washington State
University
2018

Masters in Adult Education and Training

Colorado State University
GPA: 4.0/4.0
August 2013 – May 2015

Human Resource Management Certificate

IUPUI
June 2013

Bachelors in Spanish

Indiana University
GPA: 3.8/4.0
August 2008 – December
2011

Advanced Program in Tourism, Travel and Hospitality

UNISA: University of South
Africa
March 2007

Quality Matters APPQMR Certified

Quality Matters
September 2015

Other certificates

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Local Instructional Supervisor

March 2008 – April 2012

- Scheduled and conducted student pedagogical counseling sessions to monitor progress, provide feedback and motivate students to continue their programs.
- Responsible for recruiting and on-boarding process of instructors for the Indianapolis Learning Center
- Planned and conducted instructor training.
- Led and supervised instructors. Managed the development of instructors, coordinating and delivering ongoing training and providing appropriate direction and support.
- Developed specialized curricula to support student needs.
- Responsible for managing instructional budget.

Spanish Instructor

July 2007 – March 2008

- Designed, developed and delivered Spanish lessons to private and group learners, including corporations, government agents and children.
- Developed specialized curricula to support student needs.