

Rachel LaDuke

Rachel.laduke7@gmail.com

502.791.2305

Education

Bachelors of Science
Business Administration
University of Louisville
Louisville, KY 1999 - 2005

Masters of Education
English
University of Louisville
Louisville, KY 2005-2006

Experience

Certified Teacher

Greater Clark County Schools
Jeffersonville, IN 2005-2018

- Instruct students in academic subjects, using a variety of techniques to meet students' ability
- Confer with parents, administrators, testing specialists, social workers, and professionals to
- develop plans designed to promote students' educational, physical, and social development.
- Develop and implement the 3-tier Response to Intervention instructional Project to increase student social development, positive behaviors, and academic achievement
- Created database to analyze school wide universal academic and behavior student data
- Investigate, plan & implement researched based literacy and behavior interventions for Tier III student groups
- Design, Implement, Analyze unique data sets to calculate and assess student achievement while in intervention
- Develop and deliver professional development adult learning presentations on site and digitally in Response to Intervention Project, behavior interventions, and classroom management.
- Improved overall student academic growth by 10%, reduced student target behaviors by 15%

Freelance Writer/Editor/Copywriter

Social Media/Marketing Focused
Louisville, KY 2012 - Present

- Produce a wide-range of writing, editing & UX services to various clients, including both print and digital formats
- Social Media Management (Facebook, Instagram, Twitter, Pinterest, LinkedIn)
- Copywriter for email marketing campaigns, sales funnel content creation, white papers
- Website design & admin (Wordpress)
- Search Engine Optimization for digital content, ecommerce sites
- Graphic design in print and digital formats
- Expertise with Adobe Creative Suite (Photoshop, Illustrator, Lightroom, Muse, InDesign)

Adult Education Instructor/Designer

Family Resource Center
Fort Carson, CO 1999-2013

- Responsible for student instruction, assessment & student data analysis
- Led advisor/student counseling sessions prior to registration
- Design, implement & analyze adult education courses (ADDIE, MOODLE)
- Provide academic support and tutoring for struggling adult learners
- Instruct adult education classes to veterans transitioning into civilian

Additional Information

- Certified Teacher in Colorado, Kentucky and Indiana; Special Education, English
- Expertise in adult learning theory, curriculum and presentation
- Expertise with Microsoft Suite, Google for Work, Adobe Creative Suite, Github, CSS, HTML