HELEN RUTH GRAVES

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In the field of education for over 20 years, I started out as a classroom teacher before veering off into adult learning, coaching and marketing. I thrive in a mix of designing instruction, finding creative solutions and acquiring new skills. I'm passionate about making learning meaningful whether that involves re-inventing existing content, developing new instruction or leading trainings.

CAREER HIGHLIGHTS

eLearning Instructional Designer, Intern, August 2014-January 2015
Exchange Bank, Santa Rosa, CA

Exchange Bank is a Sonoma County financial services company with almost 500 employees. I was brought into the Learning and Development department to create an extensive scenario-based course on bank fraud. Besides introducing a new authoring tool (ZebraZapps) to enhance the department's ability to develop effective, engaging courseware, I was able to complete two other projects during my internship in addition to the course for which I was originally contracted.

eLearning Instructional Designer, Volunteer, August 2014-December 2014
Designers for Learning, Chicago, IL

Designers for Learning is a nonprofit organization that promotes service-learning opportunities through collaboration with schools, students, and volunteers. Selected through a competitive application and review process, I was part of a small cohort that designed and developed open educational resources for the adult basic education program at Grace Centers of Hope, a nonprofit based in Pontiac, MI that provides General Educational Development (GED) test preparation for homeless individuals.

eLearning Instructional Designer, Consultant, April 2014-present
Training Partners Plus, Chicago, IL

Training Partners Plus designs proprietary eLearning for Fortune 500 companies and non-profits. My eye for detail and ability to produce rapid results led to a paid position after my first project as an intern.

Storyboard Developer, Volunteer, December 2013-present
eLearning for Kids, The Netherlands

eLearning for Kids provides children around the world with high quality digital primary education for free. I develop storyboards for K-6 science modules, based on grade level curriculum goals.

Curriculum Consultant, May 2013-October 2014
National Financial Educators Council, Huntington Beach, California

National Financial Educators Council develops and delivers personal financial education resources with the goal of improving the financial capabilities in our communities. I began as a volunteer, helping develop standards and curriculum for K-12 financial education programs, after which I was asked to take on a paid solo project: creating a first-ever set of professional standards defining the skills necessary to be a qualified financial educator. In my last project, I served as Lead for a group developing benchmark standards for financial programs for college/adult learners.

Marketing & Business Coach/Copywriter, 2006-2012
Helen Graves LLC (self-employed)

As a business coach and consultant, I offered practical tools, resources and copywriting for service-based entrepreneurs who hated the idea of marketing. In addition to coaching clients in identifying and achieving their business and marketing goals, I designed and developed educational courses, workshops and home study programs that brought a lighthearted practicality to the topic of marketing and business building. I took the company to six figures in three years.

Parent Educator Training Instructor, 2000-2007
Executive Director, 1996-1998
Parent Educator, 1992-2007
Family Education Center, Petaluma, California

Family Education Center was a non-profit agency offering Adlerian psychology-based parent education (positive parenting before it was called that). I started as a Parent Educator and was responsible for organizing, promoting and leading classes and workshops for parents and teachers. I served as Executive Director (while continuing to teach classes) for 18 months during which I led agency meetings, prepared the agency budget and monthly cash-flow reports, monitored income and expenses, and managed administrative tasks. My final role was as Parent Educator Training Instructor in which I developed and conducted the two-year training program for our Parent Educators.

EDUCATION

University of California, Irvine Extension
E-Learning Instructional Design Certificate

California State University, Fullerton, California
Multiple Subject Teaching Credential

University of California, Santa Cruz, California
Bachelor of Arts, Environmental Studies/American History, with honors

PROFESSIONAL DEVELOPMENT

Gamification, *University of Wharton*
Becoming a Blended Learning Designer, *BlendKit2014, University of Central Florida*
Competent Communicator, *Toastmasters International*
Train the Trainer, *Peak Potentials*
NLP Master Practitioner, *NLP Coaching Institute*
Facilitator, *Developing Capable People*
Parent Educator, *Family Education Center*
Training of Trainers Institute, *WestEd Program for Infant/Toddler Caregivers*