



RAQUEL SCHROEDER

DIGITAL CREATIVE | EDUCATOR

CONTACT



AK | WA



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CERTIFICATES

Google Certified Educator

Google Analytics

Google Ads & Display

Google My Business

Social Media Marketing

Inbound Marketing

Excel Data Analysis

EDUCATION

INDIGENOUS EDUCATION

Ilisaġvik Tribal College
2019 - Present

EARLY CHILDHOOD EDUCATION

Wenatchee Valley College
2013 - 2014

PROFILE

I'm a Digital Creative and Educator in Anchorage, Alaska. I'm currently pursuing a degree in Indigenous Education at Ilisaġvik Tribal College in Utqiagvik, Alaska. I'm currently working as a Training and Application Support Analyst for the Anchorage School District. I have a background in Professional Training & Development, Marketing, and Technology.

PROFESSIONAL EXPERIENCE

TRAINING & APPLICATION SUPPORT ANALYST

Anchorage School District | *March 2019 – Present*

I serve as a leader in the training and support aspects of Alaska Education Network – Project ECHO. It's a statewide initiative focused on uniting Alaska's educators with the intention of building a support network to reduce isolation while strengthening the link between leadership and student achievement.

- Technical facilitation of Project ECHO sessions and learning management system inputs/outputs for each session
- Digital marketing and outreach including website design & development, digital publications, delivering presentations, etc.
- Conducting needs assessments/instructional analysis to ensure conformity with mission training and objectives and develops training plans as needed
- Serves as a coach and mentor for other departments and school districts
- Subject matter expert on major enterprise applications to provide analysis, testing, and support

DIGITAL ACCOUNT MANAGER

Beacon Media + Marketing | *May 2018 – February 2019*

I focused on developing, executing, and overseeing new and existing client marketing strategies and campaigns while maintaining and improving client relationships.

- Managed 20+ client accounts including web, digital marketing, branding/graphic design, and video marketing clients
- Initiated weekly client communications with all accounts, including facilitating Zoom videoconferences, demonstrating agile account management
- Delivered monthly, cross-channel campaign performance reports



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TECHNICAL SKILLS

Google For Education
Instructional Design
LMS
Microsoft Office Suite
Wordpress
Adobe Acrobat/InDesign

SKILLS

Ability to Empower
Adaptability
Imaginative
Continuous Learner
Leadership
Teamwork

AWARDS

**CUSTOMER SERVICE
RECOGNITION AWARD**
PenAir

**COMMITMENT TO
CUSTOMER SERVICE
EXCELLENCE**
PenAir

EXPERIENCE CONTINUED

COMMUNITY RELATIONS MANAGER

Alaska Jewish Campus | *August 2017 – May 2018*

Created internal and external communications such as press releases, public service announcements, and social media posts. Also managed grant seeking and various funding campaigns throughout the year.

- Managed versatile marketing and PR efforts for four non-profit organizations and one gala event
- Helped raise over \$200k in donations with solicitations, event committee delegations, and teamwork with volunteers and colleagues

PENAIR

Multiple Positions | *April 2012 – August 2017*

- **Training & Development Specialist** | *May 2016 – August 2017*
Provided training system support for all departments, created courses, and managed the online Learning Management System (LMS)
- **Training Specialist** | *November 2015 – May 2016*
Managed a training program, created courses, and delivered training to all stations
- **Technical Publications Specialist** | *July 2015 – November 2015*
Created, maintained, and distributed all technical publications such as flight operations manuals, aeronautical documents, etc.
- **Flight Attendant** | *April 2012 – May 2014*

VOLUNTEER EXPERIENCE

NEXTGEN AVIATORS, ALASKA AIRMEN ASSOCIATION

Executive Board Member | *June 2018 - Present*

Our mission is to connect and grow the next generation of Alaskan aviators by sharing our passion of aviation, fostering an environment of open communication and learning, and passing down the knowledge of those who came before us.

ANCHORAGE SCHOOL DISTRICT

Classified Substitute | *November 2018 – March 2019*

I provided paraprofessional and clerical support for teams dedicated to the success of students.