

Denise Farmer

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EDUCATION

Master of Information & Communications Technology with specialization in Web Design & Development, University of Denver, Denver, Colorado, 2017

Graduate Certificate in Information & Communications Technology with specialization in Mobile Application Development, University of Denver, Denver, Colorado, 2016

Associate of Applied Science in Web Design & Development, Baker College Online, Flint, Michigan, 2011

Master of Education & Elementary Certification, Wayne State University, Detroit, Michigan, 1995

Secondary Education Certification, Michigan Technological University, Houghton, Michigan, 1991

Bachelor of Science in Biochemistry, Northern Michigan University, Marquette, Michigan, 1988

TEACHING CERTIFICATIONS

Adobe Certified Associate Educator (ACAЕ) in Rich Media (Flash) and Web (Dreamweaver) Communications

Secondary Professional Education Certificate with endorsements 6-12 in Biology, Chemistry, & Mathematics, K-8 Self-Contained, and K-5 All Subjects (DA, DC, EX, ZG)

WEB SOFTWARE & PROGRAMMING SKILLS

Dreamweaver, Fireworks, Photoshop, Alice | HTML, XHTML, CSS, JavaScript, jQuery, Ajax, Python | PHP, MySQL, Magento, WordPress ASP.NET, C#, Java, JSP, PhoneGap, Ruby on Rails, Perl, SQL | XML, XSLT, XPath | Flash, ActionScript 2.0/3.0 | Responsive Design, Mobile Application Development

ECOMMERCE SOFTWARE SKILLS

FarApp, NetSuite, SuiteScript | Google Analytics | Microsoft Word, Excel, Outlook, PowerPoint

INTERNET MARKETING SKILLS

Organic Search Engine Optimization | Local Search Engine & Directory Submission | Copywriting | Social Media | Analytics Tools | Affiliate Programs | Inbound Marketing | Banner Advertising | Advertising Networks | Local Strategic Alliances | Email Marketing | User Experience/User Interface Design

CONFERENCING/LMS SOFTWARE SKILLS

Adobe Connect, WebEx | Angel, Blackboard, Canvas | CampusVue

K-12 TEACHING POSITIONS

High School Computer Science & Math Teacher, Grand Blanc Community Schools, Grand Blanc, MI (August 2017-Present)

Full-time high school computer science and math teacher for a public school district. Courses assigned include AP Computer Science Principles, Computer Science I (Alice), Computer Science II (Python), and Technical Geometry.

Elementary and Secondary Teacher, Several Districts in Detroit Metro Area, MI (Summer 1991 – Spring 1998)

Full-time Teacher at various levels from kindergarten to high school, public and private.

- 9th grade pre-algebra, 10th grade physical science
- 5th grade science, mathematics, and social studies
- 4th-8th grade self-contained classroom - all subjects exclusive of music and foreign language
- Summer camp program for 3-4 year olds and 4-7 year olds - all subjects

POST-SECONDARY ADMINISTRATIVE & TEACHING POSITIONS

Online Adjunct Instructor, Kirtland Community College (January 2017 - Present)

Online instructor of programming courses designed for Computer Information Systems students. Courses taught include Spreadsheets (Microsoft Excel), Internet and Web Development (HTML/CSS), and Programming I (C++).

Online Adjunct Instructor, Sanford Brown College (May 2015 – September 2016)

Online instructor of web design and front end scripting courses designed for Digital Media, Graphic Design, and Web Design and Development students. Courses taught include Interactive Media I (HTML5 Canvas/jQuery), Interactive Media II (jQuery), Web Design II (HTML/CSS), Web Design III (WordPress), Content Management Systems II (Advanced WordPress), and Search Engine Optimization (Organic SEO/Analytics).

Online Instructor and Subject Matter Expert, Rasmussen College (May 2015 – March 2016)

Online Instructor and Course Writer of web design and front-end scripting courses for Graphic Design students. Courses taught include Introduction to Web Scripting (JavaScript/jQuery/Ajax/XML), Mobile Web Design (Responsive Web Design), User Centered Web Design (UX/UI), and Scripting for Web Servers (PHP/MySQL). Courses written include Advanced PHP eCommerce (WordPress/WooCommerce), Scripting for Web Servers (PHP/MySQL), and Web Capstone Project (Bachelor track).

Design Department Chair, International Academy of Design and Technology, Troy, MI (April 2014 - May 2015)

Chaired five design programs and served as Ground Instructor and Subject Matter Expert for undergraduate Web Design and Development courses.

- Full-time program manager for the Fashion Design, Fashion Design Merchandising, Graphic Design, Interior Design, and Web Design and Development departments.
- Responsible for managing one lead instructor, one full-time instructor, eighteen part-time instructors, and two part-time work study students.
- Selected, hired, oriented, managed, coached, trained, and evaluated instructors in all departments managed.
- Conducted classroom observations and annual reviews of faculty in all departments managed, and provided feedback, coaching, and mentoring as needed.
- Managed student internships, portfolio reviews, and organizations.
- Served on campus and university-wide leadership and curriculum review committees.
- Ground instructor for the digital media, graphic design, internet marketing, and web departments, teaching a minimum of three web design and development courses per term.

Lead Instructor, Web Design and Development Department, International Academy of Design and Technology, Troy, MI (February 2013 – March 2014)

Served as Program Manager, Ground Instructor, and Subject Matter Expert for undergraduate Web Design and Development courses.

- Conducted classroom observations and annual reviews of web faculty, and provided feedback, coaching, and mentoring as needed.
- Assisted the Design Department Chair with screening, interviewing, orienting, and scheduling of adjunct faculty.
- Served as the designated faculty mentor of students enrolled in web-related classes.
- Worked with Department Chairs and other Lead Instructors to monitor and develop initiatives to improve student metrics such as retention rate, failure rate, and attendance rate.
- Formed relationships with local firms and employers to develop our Advisory Board, arrange field trips and guest speakers, and secure student internships.
- Assisted the Technology Department Chair with campus Internet Marketing Club, securing speakers, hosting meetings, and forging relationships with speakers and attendees.
- Advised students on issues such as course selection, progress toward graduation, and career decisions.
- Assisted admissions with the orientation of new students and provided web product knowledge training.
- Revised the Web Design and Development curriculum to reflect current employer needs and technology trends, including changes to course content, pre-requisites, and course flows.
- Ground instructor for the digital media, graphic design, internet marketing, and web departments, teaching a minimum of four web design and development courses per term.

Adjunct Instructor, International Academy of Design & Technology, Troy, MI (August 2011 – January 2013)
Ground Instructor for the digital media, graphic design, internet marketing, and web departments, teaching web design and development courses.

Undergraduate Teaching Assistant, Biology Department, Northern Michigan University (September 1985 – June 1988)
Part-time research and teaching assistant for the genetics professor.

- Assisted with the revision of lecture material, written exams, and laboratory exercises.
- Proctored written and laboratory examinations as needed.
- Instructed one lab section of the undergraduate genetics course.
- Managed the recordkeeping and maintenance of the room which housed the animals used for research.

WEB DESIGN & DEVELOPMENT EXPERIENCE

Ecommerce Manager, Great Lakes MP Corp, Oxford, MI (October 2016 – May 2017)

Ecommerce Manager for a sporting goods distributor overseeing online marketing, search engine optimization, social media, and web development operations.

- Manage the design, build, launch, and maintenance of B2B and B2C websites in Magento.
- Manage website content, features, and functionality, including development of creative and product merchandising.
- Optimize the product inventory database and website properties for search engines.
- Develop, execute, and analyze online marketing initiatives including affiliate, AdWords, email, social media, SEO, and SEM campaigns.
- Set up tracking codes and ensure data and reporting accuracy of campaigns.
- Develop, manage and prepare reports and data exports from web campaigns.
- Analyze and track performance results, and provide ongoing recommendations for increasing sales and profitability.

Web Developer & SEO Specialist, Miller Media, Troy, MI (October 2011 – February 2012)

Search Engine Optimization Specialist and Web Developer for a web development firm.

- Conducted organic optimizations on websites including keyword research, competitor analysis, custom meta tags, code cleanup, copywriting modifications, and changes to SEO-valued elements such as headings, paths, and images.
- Converted mockups into XHTML, PHP, and WordPress based websites that are W3C valid and cross-browser compatible
- Installed and configured WordPress with plug-ins, custom themes, and JavaScript/jQuery scripts.

Administrative Support Specialist, Binson's Hearing Aid Service, Clarkston, MI (August 2010 – September 2011)

Web developer for a company that provides hearing testing and dispenses digital hearing aids.

- Wrote page content, built, scripted, and maintained corporate website.
- Created a job application portal on the corporate website, with multi-page application forms scripted in PHP.
- Compiled documents, forms, and ledgers that were currently utilized in all 25 locations and revised them to reflect the verbiage, page layout, and branding standards established by corporate.
- Built a password-protected portal on the corporate website with select access areas to download documents
- Optimized corporate website for search engines and monitored performance.
- Submitted all store locations to search engines, online yellow pages, and business directories.
- Maintained ledgers and documentation for employee and patient referral programs.

Web Design & SEO Intern, BrightWay Marketing, Rochester, MI (Summer 2010)

Intern for a web development and marketing firm.

- Built templates for future design projects, and wrote web copy for existing projects.
- Optimized company website and two client's websites for top organic search engine placement.
- Submitted company website profile to professional directories.

Freelance Web Developer & SEO Specialist, Oxford, MI (March 2001 – July 2010)

Freelance developer offering a full-range of website services and packages including design, copywriting, scripting, site maintenance, search engine optimization, social media branding, and internet marketing campaigns.

- Wrote content, build, script, optimize, maintain, and optimize websites for myself and others.
- Generated revenue for my educational portal website using advertising networks and affiliate programs.
- Managed an online resale shop tied to a PayPal shopping cart.
- Branded and optimized my personal portfolio using business networks, professional directories, and social media.

COURSES TAUGHT *ON GROUND* – Grand Blanc Community Schools

Name of Course	Content of Course	Terms
AP Computer Science Principles	Cyber Security/Global Computing Impacts/Data and Information/The Internet/Abstraction, Algorithms, Programming/HTML, CSS, JavaScript	2
Computer Science I	Alice 2.0	1
Computer Science II	Python	1
Technical Geometry	Geometry	2

COURSES TAUGHT *ONLINE* – Kirtland Community College

Name of Course	Content of Course	Terms
Spreadsheets	Microsoft Excel	1
Internet and Web Development	HTML5/CSS	1
Programming I	C++	1

COURSES WRITTEN *for ONLINE* – Rasmussen College

Name of Course	Content of Course	Build
Advanced PHP/eCommerce	PHP/MySQL/WordPress/WooCommerce	Summer 2015
Scripting for Web Servers	Procedural PHP & MySQL	Fall 2015
Web Capstone Bachelor Track	Responsive Web Design Project	Winter 2016

COURSES TAUGHT *ONLINE* – Rasmussen College

Name of Course	Content of Course	Terms
Scripting for Web Servers	Procedural PHP & MySQL	2
Mobile Web Design	Responsive Web Design	1
Introduction to Web Scripting	JavaScript/jQuery/XML/AJAX	1
User Centered Web Design	User Interface/User Experience	1

COURSES TAUGHT *ONLINE* – Sanford Brown College

Name of Course	Content of Course	Terms
Content Management Systems II	Advanced WordPress	2
Multimedia Design I	HTML5 Canvas/jQuery	7
Multimedia Design II	HTML5/CSS/ jQuery	10

Search Engine Optimization	Organic SEO/Web Analytics	1
Web Design II	Dreamweaver/CSS3/HTML5	1
Web Design III	WordPress/PHP/MySQL	2

COURSES TAUGHT ON GROUND - IADT Detroit

Name of Course	Content of Course	Terms
Digital Imaging	Photoshop	1
Web Design I	HTML5/CSS3	3
Web Design II	Dreamweaver/CSS3/XHTML	2
Web Design III	Procedural PHP & MySQL	5
Web Design III	Procedural PHP & MySQL/WordPress	4
Usability & Interface Design	Dreamweaver/CSS3/XHTML/HTML5	1
Multimedia Design I	Flash/ActionScript 2	2
Multimedia Design II	Flash/ActionScript 3	2
Multimedia Design I	HTML5 Canvas/jQuery	1
Multimedia Design II	JavaScript	2
Advanced Scripting Techniques	Flash/ActionScript 3	1
Advanced Scripting Techniques	JavaScript/jQuery	2
Interactive Mobile Applications I	ActionScript 3 for Android	1
Interactive Mobile Applications II	Responsive Design/HTML5/CSS3	1
Open Source Systems	Procedural PHP & MySQL	3
Advanced Open Source Systems	Object Orientated PHP & MySQL	3
Content Management Systems I & II	WordPress/PHP/MySQL	2
Programming Concepts	flowcharts/pseudocode	2
Introduction to Database	SQL on MySQL, Oracle, SQL Server	1
Web Design Project	Personal Branding on Web	1
Designing for Server-Side Technology	C# on ASP.NET	2
Object Orientated Programming I & II	Java/JSP/Servlets	2
Web Application Security	Web Development Security Issues	1
Web Commercialization	SEO/Internet Marketing	1
Web D&D Senior Exit Courses	Portfolio & Internship	2