

Kelly Watson

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PROFESSIONAL SUMMARY

Educator and curriculum designer with 5+ years of K-12 experience leveraging ADDIE, SAMR, and UDL frameworks to build standards-aligned curriculum, deliver professional development to peers, and drive technology integration. Skilled in needs analysis, stakeholder management, data-driven iteration, and managing large-scale program rollouts from kickoff through delivery. Currently completing an M.Ed. in Instructional Design & Educational Technology with an Adult Education focus (4.0 GPA). Targeting edtech implementation, corporate L&D, and instructional design roles where strategic facilitation and engaging communication drive measurable impact.

PROFESSIONAL EXPERIENCE

William Howard Taft High School | Chicago, IL — 4 years

U.S. News and World Report ranked U.S. public high school | 4,000+ student enrollment | International Baccalaureate

Publishing Operations & Yearbook Adviser

August 2024 – Present

- Drove a financial turnaround of a previously distressed program, growing sales from 1,140 to 1,540 units (+35%) over two years and generated \$120,000+ in annual revenue through targeted marketing campaigns, audience segmentation, and SEO best practices across a 4,000+ student customer base
- Designed and facilitated a 6-week, synchronous onboarding curriculum for incoming senior editors annually through applying ADDIE and adult-learning principles to scaffold competency from foundational training to publication-ready performance
- Managed end-to-end program implementation across a 150-day production cycle: vendor contracts, design standards, content pipelines, and concurrent workstreams under firm deadlines. Proficiency in Adobe InDesign, Premiere Pro, and Canva
- Served as primary liaison across administration, publisher, and production team, managing competing stakeholder priorities and aligning expectations from kickoff through delivery

English Teacher & Curriculum Designer, IB MYP

August 2022 – Present

- Designed a majority of student-facing materials for the school-wide IDU integrating 4 core curricula at the sophomore level, applying UDL principles, accessibility standards, and cross-departmental usability to drive adoption at scale
- Led cross-curricular PD rollout sessions to the full 10th-grade team, presenting the IB Interdisciplinary Unit (IDU) program design, implementation strategy, and educator expectations to a multi-disciplinary adult audience
- Coached departmental colleagues on a recurring basis in technology integration (Google Suite, Renaissance STAR), formative/summative assessment alignment, and SAMR-informed tool adoption, serving as an embedded SME and implementation partner
- Collaborated cross-functionally 3x weekly to analyze Renaissance STAR performance data, calibrate assessment standards, and iterate on instructional design — modeling data-driven continuous improvement
- Designed standards-aligned IB MYP curriculum across grades 9–12, including an accelerated track adapting 10th-grade content for advanced 9th-grade learners; supporting up to 32 learners across inclusion and honors levels

William Fremd High School | Palatine, IL

Credit Recovery Instructor & Curriculum Designer — ELA

May 2022 – August 2022

- Designed an original ELA unit and accompanying student-facing materials for a credit recovery cohort, scoping curriculum to a condensed academic calendar with differentiated pacing and performance tracking across diverse learner needs
- Conducted a needs assessment with the selected student cohort for credit recovery alignment, promoting student engagement

Champaign Community Unit School District 4

Secondary Education Teaching Resident — ELA

September 2021-May 2022

- Completed full-year clinical placement; designed and delivered standards-aligned lessons under mentor supervision across grade levels and ability tiers

EDUCATION

The American College of Education

Expected September 2026

Master of Education (M.Ed.), Instructional Design and Educational Technology

University of Illinois at Urbana–Champaign

Bachelor of Arts (B.A.), English

Minor in Secondary Education

Minor in History

May 2022

GPA: 3.8 / 4.00

Dean's List, Spring 2020 – Spring 2022

CERTIFICATIONS

International Baccalaureate Certification (Category 2 Training)

September 2023

Professional Educator License 9-12th — English Language Arts and Social Sciences

June 2022