Paige Normand

Digital Communication
Educator & Project Manager

EDUCATION

Masters of Arts, English Literature
University of Texas at Austin | 2004 - 2006
GPA: 4.0

Bachelor of Arts, Major in English
Bethany College | 2000 - 2004
GPA: 3.9

CONNECT WITH ME

LinkedIn
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paigenormand.com

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PROFILE

Digital Communication Instructor with over a decade's experience with teaching, web production, and curriculum development in Higher Education. I have five years' experience leading an empowered team and providing digital production support – from vision to administration – to ensure we exceed the expectations of our cross-campus faculty partners.

EXPERIENCE

Digital Marketing Coordinator, Gravity Group
2018 - present

- Organizational Program Management, includes maintaining our project management software, coordinating status updates, and managing deadlines.
- Client-facing services include conducting brand assessments, publishing web content, and overseeing marketing production.

Coordinator and Founder, Digital Communication Consulting
James Madison University | 2014 - 2018

- Designed and implemented a new consulting service to assist faculty and students university-wide with digital projects.
- Recruited, trained, and supervised a team of consultants for one-on-one, course-embedded, workshop-based and online academic support.
- Managed partnerships across campus, including writing contracts, scheduling presentations, tracking impact, and assessing our work.
- Created and maintained our program's web presence and marketing.

Instructor
James Madison University | 2010 - 2018

- WRTC 426: "WordPress," a course that implements Agile to give students hands-on experience with scrum roles and ceremonies.
- SMAD/ WRTC/ SCOM 359: "Digital Communication Consulting," a tutor training course to teach students digital production, tutoring skills, and effective pedagogical approaches.
- SMAD 231: "Writing for New Media," a core writing- and production-intensive course for Converged Media students in the School of Media Arts and Design.

Interim Communication Center Coordinator, Learning Centers
James Madison University | 2013 - 2014

- Coordinated a public speaking tutoring center for JMU students and faculty to improve performance, visual aids, and organization.
- Implemented effective project management tools for internal projects and campus outreach initiatives.

Writing and Communication Specialist, Learning Centers
James Madison University | 2010 - 2013

- Designed and implemented an outreach program to promote utilization of writing and communication services.
- Consulted with students and faculty to develop and support writing and communication skills.

SKILLS

- Leadership and team building
- Digital curriculum development
- Cross-disciplinary collaboration
- Web and print design
- LMS: Canvas, Blackboard
- CMS: Cascade, WordPress
- Project Management: Trello, Wrike
- Certified in Google Analytics