



# RAQUEL SCHROEDER

ADVENTURER | CREATOR | EDUCATOR

## CONTACT



AK | WA



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schroeder.com



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## CERTIFICATES

Excel Data Analysis  
Google Certified Educator  
Google Analytics  
Google Ads & Display  
Google My Business  
Inbound Marketing  
Social Media Marketing

## EDUCATION

### INDIGENOUS EDUCATION

Ilisagvik Tribal College  
2019 - Present

### EARLY CHILDHOOD EDUCATION

Wenatchee Valley College  
2013 - 2014

## PROFILE

My mission is to increase Indigenous Student Success by creating culturally-responsive stories, curricula, and educational resources that are relevant to Alaska Native and American Indian Student Populations. I'm experienced with managing projects, designing events, creating curricula, speaking in front of crowds + so much more!

## PROFESSIONAL EXPERIENCE

### TRAINING & APPLICATION SUPPORT ANALYST

Anchorage School District | *March 2019 – Present*

I serve as a leader in the training and support aspects of a grant-funded project called *Alaska Education Network – Project ECHO*. This is 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 and moderation of 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 project objectives and develops training plans as needed
- Serves as a coach and mentor for other school districts and organizations
- Subject matter expert for providing analysis, reporting, testing, and support for all project-related needs

### 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

Adobe Acrobat & InDesign  
Digital Marketing Platforms  
Google for Education Suite  
Instructional Design  
Learning Mgmt. Systems  
Microsoft Office Suite  
WordPress

## ABILITIES

Ability to Empower  
Adaptability  
Communication  
Complex Problem Solving  
Continuous Learning  
Critical Thinking  
Leadership  
Planning  
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, provided instructional design, 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 (harassment-prevention, safety and lifting, safety reporting, booking system, etc.)
- **Technical Publications Specialist** | *July 2015 – November 2015*  
Formatted, maintained, and distributed all technical publications such as flight operations manuals, aeronautical documents, etc.
- **Flight Attendant** | *April 2012 – May 2014*

## VOLUNTEER EXPERIENCE

### ANCHORAGE SCHOOL DISTRICT

Cultural Volunteer | *November 2018 – Present*

I provide culturally-relevant educational resources and services for principals, teachers and students. This includes hosting professional development workshops, hosting student/family events, and much more!

### NEXTGEN AVIATORS, ALASKA AIRMEN ASSOCIATION

Executive Board Member | *June 2018 - March 2019*

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.