

KELLY A. CAVANAUGH  
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K E L L Y A C A V A N A U G H @ G M A I L . C O M

**EXPERIENCE**

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2018-present     **Institute of Reading Development**     Novato, CA

*Email Marketing Director*

- Email project management for multiple seasons of reading programs for over 300,000 students
- Mastery of IBM Watson Campaign Automation and data integration with Microsoft CRM
- Email optimization, CRM segmentation, marketing flow management
- SQL development of a consumer marketing database

2016-present     **Concinnity Marketing and Technology**     Winston Salem, NC

*Account Executive*

- Account and project management for multiple accounts
- Focus on omni-channel Relationship Marketing, primarily for CPG companies (email, text, mobile app, direct mail, website, ecommerce, social media, contact center)
- Business development lead for Explore Organic, Tasting Rooms and Envoy Pro
- SQL reporting, database management

2014-2016     **MySuperFoods Company**     New York, NY

*Director of Business Development*

- Create and maintain new working relationships with clients in retail and school settings
- Manage PR and Marketing efforts related to test markets and new development
- Facilitate trade show and promotional materials

2013-2015     **Knowledge Delivery Systems, Inc.**     New York, NY

*Instructional Coach*

- Coach and grade teachers in Professional Development and Advancement Courses.
- Content expert in Assessment, Data and Effective Instruction.
- Facilitate discussion among course Learners.

2002-2015     **Winston-Salem/Forsyth County Schools**     Winston-Salem, NC

*Advanced Placement Psychology Teacher, Advanced Placement Environmental Science Teacher*

- Certified Mentor for new teachers
- Instruct students in the areas of Advanced Placement Psychology and Advanced Placement Environmental Science.
- Dually certified 7-12 Science and Social Studies.
- Prepare students for the national AP Exam.
- Over 93% of all students have scored 3, 4 or 5 on the AP Psychology Exam.
- AP Psychology Reader 2006

2007-2013     **North Carolina Virtual Public School**     Raleigh, NC

*Department Chair*

- Co-chair a department of almost 50 teachers.
- Coach and encourage teachers on improved methods and best practices.
- Recruited, interviewed, hired and mentored new teachers.
- Lead teachers in an E-Learning Community, both synchronously and asynchronously.
- Built a rubric to fairly rank teachers and assign future courses, including managing the registration system.

- Work with other department chairs to create efficient and effective processes of leadership and management.
- Served on the hiring committee for the Chief Academic Officer.

2007-2013      **North Carolina Virtual Public School**      Raleigh, NC  
*Course Designer*

- Served as Revision Team lead for the most current revision cycle of Honors and Academic Psychology
- Designed and revised the current Psychology and Honors Psychology curriculum.
- Contracted to copy all courses across NCVPS for the start of each new semester, working with all NCVPS departments to ensure quality and accuracy.

2007-2013      **North Carolina Virtual Public School**      Raleigh, NC  
*Psychology Teacher*

- Maintain frequent communication with all stakeholders to ensure best student success in the online environment.
- Instruct students in the area of Honors Psychology.
- Keep detailed records to ensure pacing, grading accuracy and consistency.

2004 - 2006      **Career Center**      Winston-Salem, NC  
*Webmaster*

- Created the original school website. (Then: wscareercenter.com)  
 Managed maintenance for the Career Center website.

2004-present      **LEARN NC**      Chapel Hill, NC  
*Online Instructor/ Course Developer*

- Instruct students in the area of Honors Introductory Psychology in an online format.
- Created the Honors Psychology Course to be used by all instructors.
- Instructed students in the AP Study Skills mini-course for AP Preparation.

2000-2002      **Wake Forest University Medical School**      Winston-Salem, NC  
*Research Assistant to Dr. Beverly Jones*

- Conducted research in Geriatric Psychiatry, including projects in Alzheimer's disease and Telemedicine.
- Conducted neuropsychological testing of patients in the Geriatric Memory Clinic.

## EDUCATION

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1996-2000      **Dartmouth College**      Hanover, NH

- *B.A., Psychology/Neuroscience*
- *Varsity Track and Field*

Fall 1998      **University of Glasgow**      Glasgow, Scotland

2001-2006      **University of North Carolina**      Greensboro, NC

- *M.A. Liberal Studies*

## ACTIVITIES

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- Coaching: Volleyball, Basketball, Field Hockey
- Vocal performance: weddings, weekly church praise and worship, National Anthem at sporting events, blues/rock duo (Fine By Me)
- Volunteer work: Catholic Charities of Winston Salem
- Spending quality time with my husband and three daughters: Maureen (14), Audrey (11) and Molly (5).

