

DITCH THE ORDINARY
& FIND *YOUR*
EXTRAORDINARY

MREA Summit November 2023

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SMSU Professor Emeritus



AGENDA

- 🧩 **Introductions**
 - 🧩 **Personal Branding**
 - 🧩 **Teacher Portfolios**
 - 🧩 **Teaching
Philosophy/Resumes/
Cover Letter**
 - 🧩 **Q/A**
-

Ditch the Ordinary & Find YOUR Extraordinary

EXTRAORDINARY INTRODUCTIONS

Typical Introductions

~~*All About You~~

~~*100% Complete~~

~~*100% Accurate~~

Perfect Introductions

*All about who you help

*100% Interesting

*100% Confident

Credit: Clay Hebert



Ditch the Ordinary & Find YOUR Extraordinary

INTRODUCTIONS: BASIC FORMULA STEP 1

I + Help + People + Achieve a goal

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INTRODUCTIONS: BASIC FORMULA STEP 1

I + Help + People + Achieve a goal

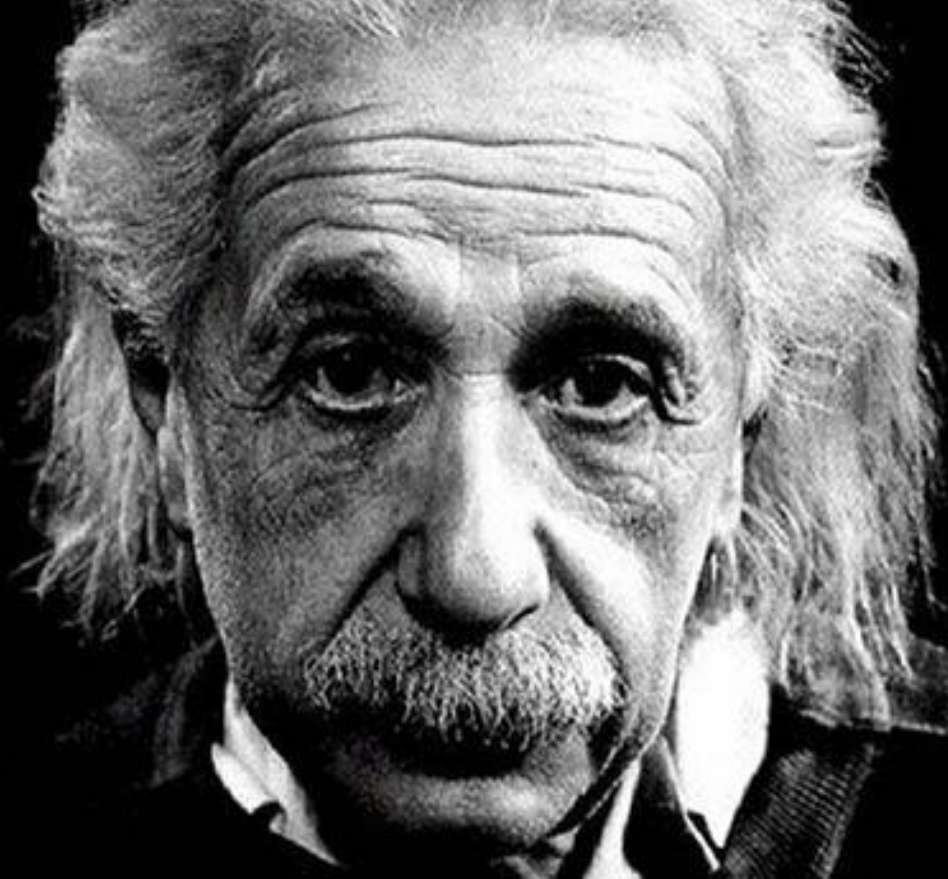


I help people
attain a teaching
degree.

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If you can't
explain it to a
six year old,
you don't
understand it
yourself.

ALBERT EINSTEIN



**INTRODUCTIONS:
BASIC FORMULA
STEP 2 – CUSTOMIZE IT!**

I + Help + People + Achieve a goal

Help = What verb?

People = Who?

INTRODUCTIONS: BASIC FORMULA

STEP 2 – CUSTOMIZE IT!

Help = What verb?

I ~~help~~ guide
people to attain
a teaching
degree.

People = Who?

I guide ~~people~~
SMSU Elementary
Education majors
to attain a teaching
degree.

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INTRODUCTIONS: ONE LAST FORMULA!

I turn X into Y

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INTRODUCTIONS: ONE LAST FORMULA!

I turn X into Y

I turn SMSU
Elementary
Education majors into
dynamic teachers.



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INTRODUCTIONS: HOW DO YOU DO THAT?

Let me tell you
a story...

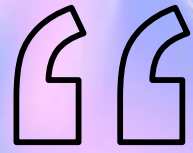


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EXTRAORDINARY PERSONAL BRANDING

WHAT? WHY? HOW?





**WHAT DO
YOU**

MEME



BY THAT??

Discuss with a partner the meaning of each.

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“



”

Table talk...

Ditch the Ordinary & Find YOUR Extraordinary

“

TEACHERS HANGING ON



TO SUMMER LIKE

”

Table talk...

Ditch the Ordinary & Find YOUR Extraordinary

“



”

Table talk...

Ditch the Ordinary & Find YOUR Extraordinary

“



Table talk...

”

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THE WHO? You!

“ YOU DON'T GET A
SECOND CHANCE
TO MAKE A POSITIVE
FIRST IMPRESSION ”

OSCAR WILDE

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THE WHY? Sell!



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THE HOW? Showcase!



*If you build it,
they will come*

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SHOWCASE PLATFORMS



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EXTRAORDINARY TEACHER PORTFOLIO

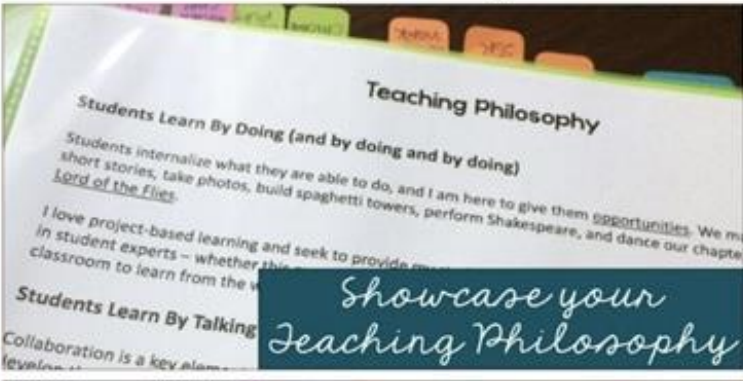
Showcase with Artifacts



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Showcase YOUR Extraordinary!

How to Make Your
TEACHING PORTFOLIO
Work for You



Showcase your Teaching Philosophy



Include relevant artifacts

Critical Thinking Project Example



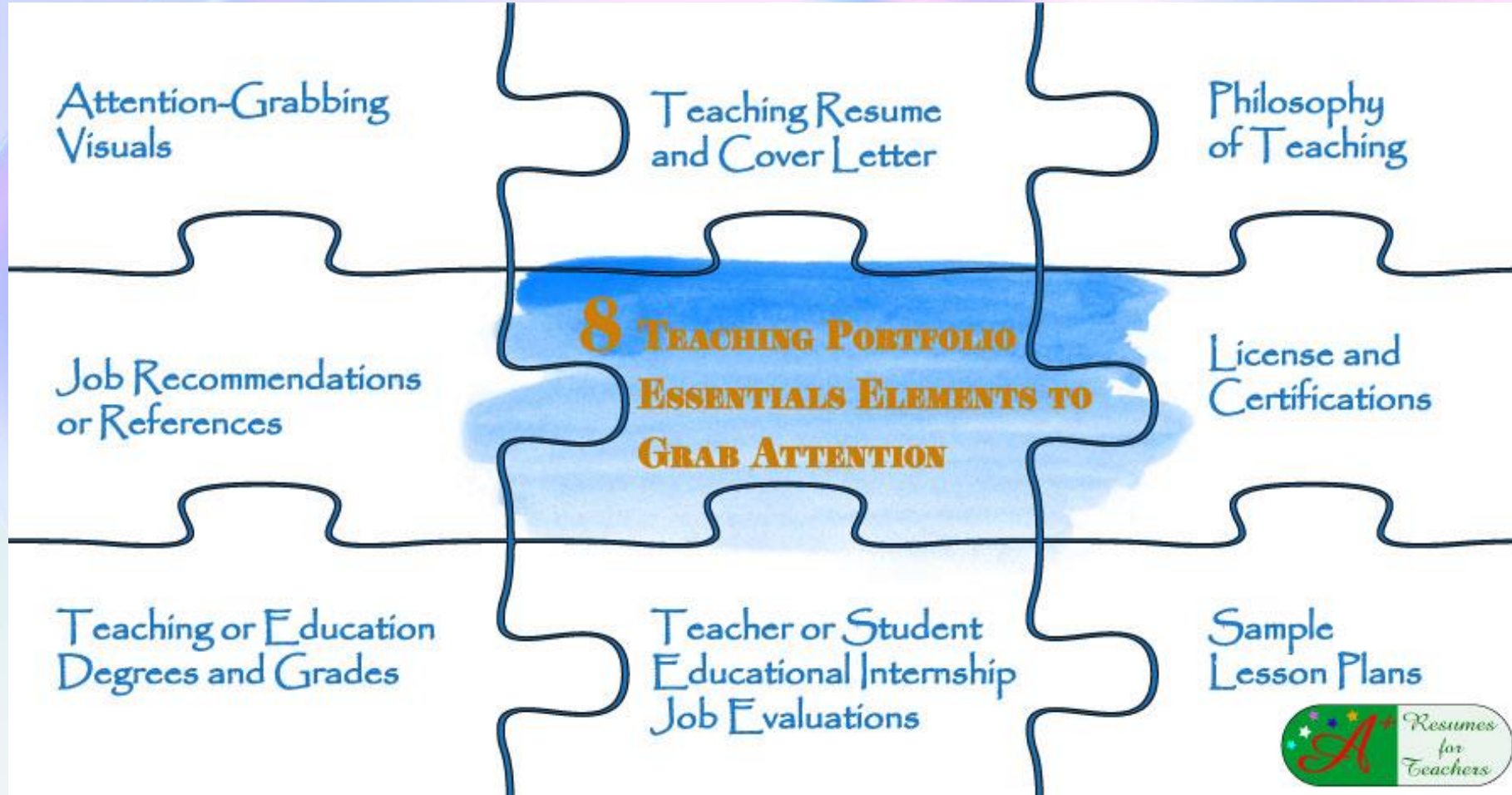
Keep it organized and easy-to-use



NOUVELLE ELA

Explore tips and resources at the blog

ARTIFACTS!



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EXTRAORDINARY TEACHING PHILOSOPHY



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EXTRAORDINARY RESUME & COVER LETTER

Showcase your Resume and Cover Letter



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RESUME & COVER LETTER

Cover Letter VS Resume



Mac Kelly
Data Analyst
0581 333 1333 | mac.kelly@gmail.com | https://www.linkedin.com/in/MacKelly299 | Melbourne

COVER LETTER

Dear Sam,

As a data professional, I am excited and privileged to have found this opportunity of being a part of a meaningful industry and a passionate company. As a continuous follower of the science & an qualifications align with the practical and technical skills that you seek. My achievements in subject communication, data analysis, and visualization abilities constitute my capabilities in the field. I have what you need and would become a beneficial extension to the company.

I just love the whole process of gathering and interpreting data from a variety of sources to help organization improve the quality of sales and enhance the customer experience. I'd love to use my background and expertise. Given an opportunity, I can assure you that I would be a top employee over the years to come.

I would be thrilled to work at a meaningful organization like yours where my work would be big achievements. I am positive that I am the best fit for this job and would like to request an interview on my background and expertise. Thank you for your time and consideration.

Yours sincerely,
Mac Kelly

Mac Kelly
Data Analyst
0581 333 1333 | mac.kelly@gmail.com | https://www.linkedin.com/in/MacKelly299 | Melbourne

EXPERIENCE

SQL Data Analyst
Dreagin S.A.R.L.
2018 - Ongoing | Wellington, New Zealand

- Directed S.A.R.L. to a website and free services for researchers to share, discuss and receive credit for peer review of academic publications.
- Initiated the implementation of Scrum Methodology, resulting in 10% increase in quality and productivity.
- Achieved a 2.5% margin of error in terms of forecasted number of votes won in Sarawak state election 2018.
- Directed a team of 8 interns. Analyzed ethical activities of the world's largest companies.
- Maintained 99.5% quality level for over a year and a half.
- Worked on 4000 text messages drawn from crisis simulations.

Backend Developer / Data Analyst
Lauzon
2014 - 2018 | Wellington, New Zealand

Lauzon is a public utility that provides natural gas and electricity to 6.6 million of Michigan's 10 million residents.

- Created election forecast models for use in 14th General Election using Azure ML.
- Developed 30+ Exception Based Reports for quality assurance.
- Maintained top quality level since day 1.
- Saved 1Million paper print per year, automated multiple business process for early market ready \$5M impact.

Data Analyst
Thompson Ltd
2012 - 2014 | Wellington, New Zealand

Thompson Ltd is an insurance broker specialized in the online distribution and management of personal insurance products.

- Worked with excel to track and map account equity among a portfolio of some 1000 clients.
- Support Business Development to increase 25% Time deposit balance in campaigns.
- Completed 2 large scale national political sentiment surveys involving a minimum of 50,000 respondents.
- Successfully led a team to achieve 99% accuracy level.

AWARDS

- The Delta Omega Public Health Honor Society**
Opioid Free Act: "Compliance with Smoke-Free Tobacco Legislation in Indoor Public Places in 12 Cities in Turkey (Phase 1)"
- MPH Scholarship**
Boston University School of Public Health
- Future Public Health Leaders Fellowship**
UCLA Fielding School of Public Health

EDUCATION

M.S. in Business Analytics
University of Southern California
2008 - Ongoing

Digital Marketing Academy
Telereitl Academy by Progress
2006 - 2008

CERTIFICATIONS

- Google AdWords
Google
- Google Analytics
Google
- Customer Analytics
University of Pennsylvania and Coursera

❏ **Introduce yourself by telling *who* you help.**

❏ **Brand yourself in a positive light!**

SUMMARY ❏ **Showcase your unique qualities, teaching style, & passion with a teacher portfolio**

❏ **Include teaching philosophy, resume, and cover letter as example artifacts.**

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Q & A



THANK YOU!



Embrace YOUR
YOU-niqueness!

Dr. Wendy Schoolmeester
SMSU Professor Emeritus
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