Tonya-Marie Locke Howe

Curriculum Designer and Project Manager with
Strong Data Storytelling Skills

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EDUCATION

MPS, Data Analytics and Visualization
MARYLAND INSTITUTE, COLLEGE OF ART, BALTIMORE MD
Thesis project longlisted for Information Is Beautiful awards 2022.

PHD, Literature and Languages
UNIVERSITY OF MICHIGAN, ANN ARBOR MI
Winner, Michael Erik Myatt Dissertation Award in Disability Studies.

BA, English and Philosophy
JAMES MADISON UNIVERSITY, HARRISONBURG VA
Graduated Summa Cum Laude with Distinction.

CERTIFICATIONS & PROJECTS

- Google Project Management Certification, Coursera (2024)
- Quality Matters Certification (2019)
- Social and Behavioral Research CITI Certification (2022)
- London School of Economics Online Certificate, R for Text Analysis (2023)
- *Literature in Context: An Open Anthology* (XML, XSLT, XQL, CSS, HTML, GitHub, AWS, eXist-DB)
- Portfolio of Data Analysis & Visualization, Curriculum Design, Writing (Tableau, R Studio, Adobe, ArcGIS Online, Figma, writing for multiple genres/audiences)

EXPERIENCE

INSTRUCTIONAL DESIGNER & TECHNOLOGIST, George Mason University (May 2023-present)
- Engaged as project manager with SMEs to create training materials for a 12-credit graduate certificate in Information Security Management, focusing on attractive, commercial-quality modules for online asynchronous delivery by transforming 21+ hours of recorded PowerPoint into 40+ animated video segments supplemented with interactives as well as quizzes and text- and audio-based objects.
- Regularly provided context-specific assistance with instructional design problems and educational technology by keeping up-to-date on ed tech and generative AI. Created multiple items for inclusion in a SharePoint library of instructional resources. Developed and maintained structure for SharePoint site. Delivered synchronous training for faculty on making and managing accessible video lectures. Created public-facing advertising videos for MS in Management program.
- Designed and developed substantial in-house Storyline SCORM training for HyFlex curriculum delivery. Cleaned, analyzed, and visualized a decade of enrollment and evaluation data using PowerBI for faculty and curriculum development, liaising with executive level to identify goals and use cases.

CONSULTANT, XML Database and Content Specialist (May 2023-present)
- Collaborated with subject-matter faculty and librarians to develop XML database content for a grant-funded open education project using GitHub and oXygen-XML. Refined XML schema to accommodate new content types and functionality. Tested and troubleshot web-based application using GitHub to add and monitor issues in concert with web developer. Developed and maintained user documentation. Managed content stored on AWS.
- Disseminated project findings at regional, national, and international conferences. Designed and planned a three-institution hybrid XML edit-a-thon for deployment Summer 2024.
- Tracked (with Google Analytics), analyzed, and visualized traffic data to aid in project development, using live Tableau connections.

EDUCATOR & SCHOLAR, Marymount University (2006-May 2023)
- Delivered $6m+ in instructional services, spanning instructional modes and levels. Prepared course materials and provided written feedback for 2,000+ students. Adapted course materials regularly to keep content current. Received average evaluation rating of 4.2 out of 5, with average course grade of 81 out of 100. Earned the 2019 Virginia Foundation for Independent College's Excellence in Instructional Technology award.
- Gained special expertise in instructional technology, leading 20 internal and 4 external hands-on workshops for faculty stakeholders and serving as SME for executive-level choices on institutional educational technology.
- Advised 150+ students from varied disciplines in course selection and guided them graduation.
- Surveyed the historical field, interpreted data, and from this research wrote and published 15 essays, journal articles, and encyclopedia entries. Presented new knowledge at 21 national/international and 12 regional professional conferences.
- Conceptualized and designed 6 new courses and collaborated to assess and maintain quality of curriculum.
- Designed and developed a web OER application based on XML data to provide content and learning experiences for students and teachers. Refined XML database in collaboration with other researchers and liaised with software developer to create a robust web application providing a scalable solution to problems in student information literacy and faculty curriculum development. Secured over $400k of external project grant funding at the federal and state level by collaborating to write multi-layered proposals. Mentored 7 student research assistants working with database application and content.
- Served as SME in drama and provided instruction to 200+ students at Institute Supérieur des Langues de Gabès, Tunisia, during an invited week-long visit.

DIGITAL HUMANITIES SECTION EDITOR, *ABO: An Interactive Journal for Women in the Arts, 1640-1830* (2017-2021)
- Employed domain knowledge to identify and solicit pitches for manuscripts appropriate to the mission of our journal. Guided 9 accepted essays through the peer review, revision, and editorial processes to publication using BePress.
- Collaborated with editorial board to envision and implement the journal's direction. Authored editorials for 2 special topics.

- Participated in conceptualizing and successfully launching a pandemic writing support group of 80+ online participants for women, BIPOC, and early-career scholars.

DEPARTMENT CHAIR, *Department of Literature & Languages, Marymount University* (2018-2021)
- Directed strategic leadership and administrated operational management at the department level, leading a team of 19 faculty to deliver transformative education and scheduling/staffing 90+ classes per year in English Literature, Secondary Education Licensure, Writing, Media and Performance Studies. Coordinated with Graduate Program Director to staff masters-level courses in coordination with undergraduate curriculum.
- Liaised regularly with Dean to manage a $1.4m departmental budget and set goals for strategic program developments.
- Inaugurated departmental vision organized around storytelling and implemented marketing and curriculum strategies to support that vision. Responded to market needs and changes in higher education landscape by creating and successfully launching a new interdisciplinary degree program in Digital Writing and Narrative Design.
- Prioritized faculty research and grant-seeking activities, supporting applications with personalized recommendation letters and budgeting for professional development. Hired and mentored new part-time faculty. Evaluated annual self-assessment of full-time faculty, monitored student evaluations, and handled student complaints, escalating as necessary. Hired, supervised, and evaluated federal work-study students.
- Led monthly department meetings to conduct day-to-day program business. Managed catalog and official website updates annually. Supervised completion of academic degree requirements for students and evaluated transfer equivalencies.
- Employed project management skills to develop and systematize outreach habits for enrollment and profile-building, manage alumni contact lists, create and deepen partnerships with 3 regional non-profit and educational organizations.
- Gathered and organized quantitative and qualitative learning outcomes data, and synthesized data into annual assessment reports. Directed curriculum developments in data-driven ways. Coordinated 5-year external program review, delegating assessment areas and consolidating recommendations into a 5-year improvement plan.
- Created multiple social media accounts integrated via Hootsuite and authored almost all print and digital messaging at the department and program levels. Mentored student assistants using basic UX and style guides to produce social media content for our brand.
- Designed print and digital promotional materials for over 35 departmental and program events.
- Set up, maintained, and contributed to department newsletter and student work repository using WordPress. Collected and consolidated departmental archives and outreach materials. Maintained department and program websites using Kentico and WordPress CMS platforms, working to style guide.

WEB AND PUBLICATIONS EDITOR, INSTITUTIONAL DELEGATE, *Virginia Humanities Conference* (2013-2021)
- Designed and developed front and back-end WordPress website for a non-profit advocacy group, including PayPal integration and electronic data collection.
- Maintained participant contact lists and delegate meeting minutes, designed promotional materials, collected and organized archive materials.
- Leveraged experience as convenor to mentor others and created best practices guidelines.
- Collected manuscript contributions from 2015 conference, coordinated their review by multiple readers, and produced inaugural print conference proceedings.
- Collaborated with VHC Treasurer to coordinate annual delegate meetings and grow the organization by developing outreach to community colleges.
- Represented Marymount University to the Virginia Humanities Conference, improving institutional profile and raising conference participation.

PRESIDENT, Virginia Humanities Conference (2014-2015)
- Drew on prior delegate experience to convene the 2015 Virginia Humanities Conference, collaboratively envisioning conference theme and coordinating a successful interdisciplinary and cross-profession conference with over 100 participants on a minimal budget, with event evaluation of 4.4 out of 5.
- Used domain knowledge to identify an expert keynote speaker and coordinated all aspects of their visit.
- Designed event marketing and email outreach to regional organizations. Secured conference rates at local hotel for out-of-area participants. Created registration process.
- Delegated responsibility for and contributed to the organization of conference panels into relevant content areas from all accepted proposals. Designed, edited, and printed conference schedule and area guide. Conducted post-conference assessment and delivered budget breakdown. Mentored and supervised student workers assisting the event.

TECHNOLOGICAL SKILLS
WordPress, BePress, Kentico, Canvas, Blackboard, Omeka/S | Scalar, Drupal, etc. | Adobe Creative Suite | Audio editing with audacity | Video editing with Vyond, iMovie, Premiere | Social media management | Basic Workday, Salesforce | Project management tools | Figma, XML, SGML, HTML5, CSS, oXygen, FairCopy, OCR, Gephi, basic Python, pretty good R | Web-based game design: Twine, Eko Studio | GitHub, AWS (storage and access) | Universal design and open licensing, WCAG | Articulate 360, Camtasia, Adobe Captivate | RStudio, Tableau, PowerBI, Google Analytics | General database design, eXist-db | Localhost setup and maintenance | Zotero, Refworks, Endnote | H5P, Harmonize, Hypothesis, Perusall, Kaltura, Leganto, and many more ed-tech tools

HUMAN SKILLS
Able to learn new technology quickly | Exceptional written and oral communication | Exceptionally skilled with educational technology | Project management | Curriculum design and course management | Online course development and delivery | Data visualization and storytelling | FERPA, Title IX, Intellectual Property | Scheduling and academic advising | Budgeting, hiring, formative assessment | Qualitative research and analysis | Data collection, assessment, and management | Summarizing complex material

MISCELLANEOUS
Co-producer and dramaturg, *How to Give Birth to a Rabbit: The Musical* (DC Capital Fringe Festival, 2016) | Cat lover, reader, accomplished wheel-thrown potter, aspiring gardener | Guest, *Choose to Be Curious*, radio show and podcast by Lynn Borton (WERA FM) | Producer, *This Strange Olio*, radio show (WCBN FM Ann Arbor)