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Katy Braford

education

Certificate, Web Design & Development
Expected Dec. 2021 | Cuyahoga Community College

Relevant Coursework: Web Publishing (HTML, CSS, JavaScript, PHP); User Experience Design; Vector Graphics; Digital Imaging

M.Ed. Adult Learning & Development
May 2015 | Cleveland State University

B.S. Psychology and Spanish
May 2011 | Baldwin Wallace University

skills

HTML • CSS • Javascript • PHP • Microsoft Office Suite • Visual Studio Code • CRM | Hobsons, Slate, Talisma • CMS | WordPress, Cascade • LMS | Blackboard • SIS | Banner, Peoplesoft • Adobe CC | Photoshop, Illustrator, InDesign, XD

affiliations

Cleveland User Experience Professionals Association
Member | 2020-Present

College Now Greater Cleveland Mentoring Program
Mentor | 2016-Present

experience

Transfer Specialist • Cuyahoga Community College, Westshore Campus | Westlake, OH   **July 2016 - Present**
- Responsible for maintaining department website using CMS. Collaborated on full redesign of department website in alignment with brand standards in 2020, including addition of 5 new content pages.
- Create multimedia content for use in Blackboard courses, informational presentations, and on-demand learning modules
- Manage content, communications, and student enrollment in department Blackboard course
- Provide transfer planning services for a diverse campus of 2,000+ students. Educate students, staff, and community through special events, presentations, and outreach.
- Oversee department budget and College-wide spending of $150,000 grant (FY21)
- Awards & Honors: Professional Excellence Award (2019); AACC John E. Roueche Future Leaders Institute (2019)

Community Partnerships Manager • Ohio University | Athens, OH (remote position)   **July 2015 - 2016**
- Improved office efficiency by creating a new internal database for tracking updated transfer equivalencies
- Cultivated and maintained relationships between the University and prospective students, partner colleges, and school districts
- Managed transfer recruitment efforts for a territory of 5 regional community colleges and 18 Ohio counties
- Used data to identify trends and inform decisions regarding partnership agreements and recruitment efforts
- Engaged community college faculty and staff to build transfer pathways and articulation agreements

Enrollment Representative • Cleveland State University | Cleveland, OH   **July 2012 - 2015**
- Coordinated undergraduate student recruitment efforts for a territory of 45+ high schools in NE Ohio
- Created annual territory management plans including enrollment goals, data analysis, and market trends
- Communicated with prospective students using CRM system
- Established and managed Viking Alumni Recruiters volunteer program

Language & Culture Instructor • Carmen Martín Gaite School | Málaga, Spain   **Sept. 2011-2012**
- Facilitated English language and U.S. Culture courses for faculty, staff, and students (ages 3-11)
- Enhanced personal Spanish language skills through classroom/cultural experience