

BRIAN WOODDELL

817-880-9147 brian@bmwooddell.com
cv.bmwooddell.com Fort Worth, Texas

PROFESSIONAL SUMMARY

Experienced communicator and instructor with nearly two decades of experience in making complex topics accessible to diverse audiences. Digital native adept at creating content for in-person, hybrid and online environments. Fast-learning, hard-working professional skilled at creating processes and procedures that add value to any organization.

EXPERIENCE

Post-secondary success specialist

Texas Academy of Biomedical Sciences, Fort Worth, Texas

July 2020 – present

- Routinely managing a team of 25 professionals and 375 students as the ranking administrator on campus
- Marketing the school to hundreds of potential new students and assisting about 100 families a year with the enrollment process
- Collaborated with designers, students, and staff to lead a rebrand of the school, overseeing the development of a digital brand book and new brand philosophy
- Creating campus publications, such as newsletters, brochures and online content
- Working with district leaders, higher-education partners and industry to support Early College High School initiatives and ensure compliance with state and district policies
- Tracking and analyzing student performance data using Excel and advising administrators and teachers on the impact of said data
- Advising teachers on best practices in regards to advanced instruction
- Designed, implemented and trained about 40 colleagues on a district-wide, Web-based student registration system built in Qualtrics XM. The system handled several thousand student registrations with a success rate of nearly 100 percent.

French instructor

Green B. Trimble Technical High School, Fort Worth, Texas

August 2010 – June 2020

- Taught students at all levels about the French language and Francophone culture
- Developed custom educational content for five French courses
- Designed hundreds of classroom documents, from worksheets to reference guides
- From 2017 to 2020, handled department-level communications, budgeting, accountability and conflicts as department chairperson, leading a team of colleagues
- Oversaw campus technology and LMS implementation for about 130 colleagues and assisted with more than \$2 million of inventory
- Led students to the school's first-ever passing scores on the A.P. French exam and often led the district in A.P. French scores among non-native French-speakers
- Developed data management systems for handling assessment and financial data
- Worked with other teachers to become the Fort Worth ISD high school with the highest level of technology implementation

Page editor, staff writer

Fort Worth Star-Telegram, Fort Worth, Texas

May 2006 – August 2007

- Designed and wrote content for various features, news and sports pages

EDUCATION

Master of Theological Studies

Brite Divinity School, Fort Worth, Texas

August 2007 – May 2009

Graduated with a 3.481 GPA

B.S. in Journalism: News-Editorial Writing

Texas Christian University, Fort Worth, Texas

August 2002 – May 2006

Graduated Cum Laude with a 3.567 GPA

TECHNICAL SKILLS

Microsoft Office

Access, Excel, Outlook, PowerPoint, Teams and Word

Adobe Creative Cloud

Acrobat, Audition, Dreamweaver, Illustrator, InCopy, InDesign, Photoshop and Premiere Pro

Learning management

Canvas and Google Classroom

Other tools

SharePoint, ProPresenter, Qualtrics XM, Wikitext, HTML, Microsoft Windows, macOS and Linux

LANGUAGES

- English: native written and spoken proficiency
- French: high written and spoken proficiency
- Spanish: intermediate written and spoken proficiency

ORGANIZATIONS

- Society of Professional Journalists
- Association of Texas Professional Educators

AWARDS

June 2022

Campus Professional of the Year

October 2014

Fort Worth ISD RadioShack Chair of Teaching Excellence in Language Acquisition

VOLUNTEER EXPERIENCE

Various roles

Trinity Chapel Bible Church, Fort Worth, Texas

2008 – 2024

- Audio-visual support for music and children's ministries
- Content development for children's ministry