

Andrea Krafft, Ph.D.

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SUMMARY

Instructor and trainer with 11 years of experience developing and revising curricula in collaboration with faculty, administration, and subject matter experts in higher education. Designs and delivers face-to-face and online learning modules that employ best practices for accessibility. Produces a variety of audience-centered instructional materials, including print, video, infographics, and podcasts. Possesses finely tuned writing and editing skills as well as foundational knowledge of HTML, CSS, and JavaScript.

SKILLS

- Education: Curriculum design, program assessment, multimodal communication, instructional material development, Universal Design for Learning
- Learning management systems: Canvas, Blackboard, Brightspace by D2L, T-Square, SCORM Cloud
- Multimedia authoring: Adobe Captivate, Canva, Piktochart, Kaltura Capture, Screencast-O-Matic, YouTube, WordPress, Weebly, Wix, iMovie, Audacity, Anchor
- Virtual collaboration: Slack, Microsoft Teams, Zoom, Skype
- Software: Microsoft Office (Word, PowerPoint, Excel, SharePoint), Google Suite, MadCap Flare
- Web Services and Programming: HTML, CSS, basic JavaScript

EMPLOYMENT

Assistant Professor of Writing and Communication

Aug. 2018-present

Abraham Baldwin Agricultural College, Tifton, GA

- Create and manage asynchronous online instruction modules for 100 students
- Develop SharePoint knowledge base of programmatic course materials
- Assess first-year writing program to determine course alignment with learning outcomes
- Instruct 150 students each year in professional writing, technical communication, and composition

Freelance Editor

May 2020-present

“editorr,” LLC., Remote

- Edit up to 50 documents daily, including professional emails, blog posts, and press releases
- Identify and fix spelling, grammar, punctuation, and contextual writing errors
- Collaborate with multidisciplinary team to respond to on-demand customer requests in real time

Marion L. Brittain Postdoctoral Fellow

Aug. 2015-Jul. 2018

Georgia Institute of Technology, Atlanta, GA

- Developed curriculum for the Effective Team Dynamics Project in partnership with subject matter experts in CliftonStrengths
- Edited updated edition of *WOVENText*, Georgia Tech’s textbook for first-year composition
- Directed assessment of first-year writing program to develop best practice recommendations
- Developed training curricula for and mentored postdoctoral fellows
- Taught 250 students about multimedia production, rhetoric, and literary analysis

English Graduate Instructor Aug. 2012-May 2014
University of Florida, Gainesville, FL

- Planned annual graduate conference and managed English Graduate Organization budget
- Taught 100 undergraduates about writing through media

English Graduate Instructor Aug. 2009-May 2011
University of South Carolina, Columbia, SC

- Consulted and tutored in the university writing center
- Taught 100 students about first-year composition and world literature

SELECTED PRESENTATIONS

"Worth a Thousand Words: Assessing Infographics and Measuring Multimodal Competencies." Mar. 2019
50th Northeast Modern Language Association Conference. Washington, DC.

"Collaboration and Crowdsourcing: Reflecting on Group Work in the Multimodal Classroom." Jan. 2018
133rd Modern Language Association Annual Convention. New York, NY.

"Assessment on a Shoestring." Jul. 2017
Council of Writing Program Administrators Conference. Knoxville, TN.

EDUCATION

Ph.D., English Aug. 2011-Aug. 2015
University of Florida, Gainesville, FL
Dissertation: "The Domestic Fantastic: Postwar American Fiction from Bradbury to Plath"

M.A., English Aug. 2009-May 2011
University of South Carolina, Columbia, SC

B.A., English Aug. 2005-May 2009
University of South Carolina, Columbia, SC
Summa Cum Laude, with Honors from the South Carolina Honors College

CERTIFICATES

Adobe Captivate Fundamentals (via Udemy) May 2020

Managing an Agile Team, University of Virginia (via Coursera) Nov. 2019

Programming Foundations with JavaScript, HTML, and CSS, Duke University (via Coursera) Sep. 2019