Matthew M. Desenberg

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PROFESSIONAL SUMMARY

- Education professional and curriculum developer with over 10+ of practical and project-based experience from children to adults.
- Skilled in designing and producing multimedia content and assessments for learning styles of all levels aligning with CCSS, NGSS, and custom learning metrics.
- Seasoned copywriter with a wide range of periodical publication credits, as well as B2B/B2C marketing experience

CORE SKILLS & QUALIFICATIONS

- Expert knowledge of learning theory, including Bloom's Taxonomy, UDL, and Backward Design. MA, Applied Literacy
- Expert in the application of research-based learning models
- Extensive experience with formative, summative, diagnostic, benchmark assessments
- Experience with adaptive and non-adaptive assessments

- Extensive experience in producing informational and literature-based materials and assessments for K-12
- Expert-level knowledge of the English language and common styles guides such AP, APA, Chicago, etc.
- Fluent in design elements, including UX writing principles, hierarchy, layout design, and color theory.
- Project management, research, data analysis and creative problem-solving skills

WORK EXPERIENCE

Curriculum Developer (9/22–Present)
CSA Education

- Pitch, research, write and revise learning passages and assessments.
- Develop/create high-interest, fiction/nonfiction items addressing specific learning standards.
- Develop/create specific, high-interest content for emerging ELL students, typically from grades 6-12.
- Work with stakeholders and SMEs to target and align content.
- Develop presentations for applicable content using best practices and graphic design principles.
- Utilize analysis tools to target reading level.
- Utilize learning theory and rigor to identify, develop, and test specific question sets and assessments.
- Provide written sample responses and grading rubrics.

Contributing Writer (1/21–Present)
Monterey Bay Parent

- Pitch, research, write and edit 2-3 articles each month on a variety of informative educational and parental topics, including a regular column on kid-friendly events.
- Interview sources for feature content.
- Social media platforms for readership engagement and brand promotion.
- Edit, proofread, and revise content for clarity, timeliness, target populations, and SEO.
- Manage overlapping deadlines and additional projects with the editor while contributing to page design and layout.

Freelance Writer (8/2020–Present)
Self

Past and ongoing clients include *Ranger Rick, Trails, The Wire, Medium, Gripped magazine, Mountain Outlaw, The Portsmouth Herald, Xscape, GuitarNoise.com, Spadout* and others. Please visit my portfolio website to view samples of my work.

Elementary Educator **(8/10–6/21)**

Biddeford School Department
- ELA-focused educator at the elementary and middle school levels.
- Scored 96% on national education certification assessment in ELA with an overall knowledge score of 93%, earning a "Distinguished" rating.
- Achieved a standards-based rating of "Distinguished" throughout professional observations, the highest possible score.
- Professional average of 85% learner growth during the last five years, one of the highest in district.
- Developed and implemented rigor-based programming and assessments based on CCSS and NGSS.
- Led professional development of staff in technology, curriculum, and assessment implementation.
- Designed curriculum and materials for grade and district-level instruction.
- Tracked, analyzed, and implemented data to develop proper sequencing of deliverables.
- Collaborated with multiple stakeholders.

RECENT PROFESSIONAL DEVELOPMENT
Instructional Design Principles

Society of Technical Communication

Certificate course in instructional design topics, including asynchronous and synchronous methods of instructional development, learning styles, approaches, and sequences to learning, testing methods and methods of assessment and evaluation. Fluent in Articulate Storyline 360, Rise 360, and other eLearning platforms.

Designing for Non-Designers

Society of Technical Communication

Certificate course on fundamental elements of layout and page design, including color theory, salience, hierarchy, animations, alignment, proximity, symmetry, contrast, templates, and typography.

EDUCATION & CERTIFICATIONS
- Master of Art (MA) Applied Literacy—University of Southern Maine, Portland, ME
- Bachelor of Art (BA) English Literature (Honors Program)—University of Southern Maine, Portland, ME
- Member of Society of Technical Communication (STC), National Council of Teachers of English (NCTE), Society of American Travel Writers (SATW)
- K-8 General Education Teaching Certification (Maine Department of Education)