

Susan Bowdoin

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Digital Portfolio: <https://susankbowdoin.com>

SUMMARY

Experienced outreach and education coordinator with demonstrated success in website development and management, social media strategy, design of marketing materials, digital storytelling, and event planning and coordination. Detail-oriented, organized, and creative problem-solver. Enthusiastic collaborator who thrives in fast-paced environments, is a confident public speaker, and is a dedicated colleague. Fueled by a commitment to mission-driven work that makes a difference.

EXPERIENCE

Digital Outreach Coordinator

June 2023 - April 2025

The Archaeological Conservancy

- Executed social media strategy designed to engage and inform the public
- Ensured consistent brand voice by using Buffer to plan and schedule posts on Facebook, Instagram, Bluesky, Twitter/X and LinkedIn
- Created brand-specific print, social media, and website imagery using Adobe Creative Cloud
- Led a successful redesign of the organization's WordPress website by collaborating with internal teams and an external web developer to improve user experience, design, and functionality
- Managed day-to-day operation of WordPress website, including Plugin and content updates, troubleshooting, improving page SEO, and monitoring performance analytics
- Planned, implemented, and delivered a monthly virtual lecture program through Zoom Webinars and Facebook Live
- Created and distributed brochures, flyers, and advertisements via bulk email, website, and in American Archaeology, the organization's flagship publication
- Designed marketing materials used in fundraising campaigns throughout the year, resulting in exceeding the record for single-day contributions on Giving Tuesday in both 2023 and 2024
- Provided access to events and fundraising campaigns through the Blackbaud NetCommunity website and bulk email direct to members
- Collaborated with regional staff and subject-area experts to capture video footage of conservation archaeology practices at preserves across the United States
- Produced and edited two feature-length documentary films and more than 20 shorts using Adobe Premiere, Illustrator, and After Effects, and then shared with a worldwide audience via YouTube

Program Director

February 2020 - August 2022

Expeditions in Education, Inc

- Developed program materials and resources for a nonprofit STEM education startup
- Wrote blog posts and curated website content
- Created brand-specific print, social media, and website imagery using Canva
- Coordinated immersive professional development experiences for K-12 teachers in national parks across the country
- Presented workshops on literacy strategies, arts integration, and digital media
- Lead community-building Zoom calls for participants from across the nation

Librarian

August 2014 – May 2023

Instructional Coach

September 2006 – May 2013

Technology Resource Teacher

January 1998 – April 2001

Albuquerque Public Schools

- Managed a collection of more than 30,000 print and digital assets, including purchasing, organizing, distributing, repairing, and conducting yearly inventory
- Created original content in Canva to promote and market library programming
- Managed a \$100,000 library renovation project
- Planned and implemented large-scale fundraising events that required coordination with diverse stakeholders, including hundreds of students, staff, and community members

- Presented at the local, state, national, and international levels
- Created content for and managed the day-to-day operations of various websites across multiple locations in the school district
- Coached teachers and administrators using Cognitive Coaching strategies and Quality Tools to help them plan, problem-solve, and reflect
- Taught face-to-face and virtual lessons via Google Meet
- Provided district-wide technology support and professional development, and managed building-level distribution, maintenance, inventory, and training for more than 600 technology devices

Independent Instructional Designer

May 2014 - June 2019

Client: Discovery Education (DE)

- Managed Spotlight on Strategies, a K-12 instructional strategies collection designed to help teachers infuse technology into their classrooms
- Designed and produced more than 100 instructional videos and wrote supporting technical documentation
- Created and published teacher-facing education content and student-facing blog posts via the DE WordPress website and social media feed
- Designed face-to-face and web-based professional development modules

Adjunct Faculty

January 2003 - September 2006

University of New Mexico College of Education

- Instructor: ED LEAD 592: Technology for School Leaders
- Instructor: ED LEAD 629: Practicum in Technology for School Administrators.
- Instructor: UNM Summer Technology Integration Academy

Training And Development Specialist

March 2001 - June 2002

University of New Mexico College of Education

- Provided individualized technology support to UNM College of Education faculty and staff
- Designed and conducted technology training sessions for groups of UNM College of Education faculty, staff, and graduate students

Classroom Teacher

March 1992 - December 1997

Albuquerque Public Schools and Franklin Pierce School District

- Taught core curriculum areas for 3rd, 4th, and 5th grade students
- Represented grade level on the school leadership council
- Lead professional development sessions for teacher colleagues

EDUCATION

University of New Mexico

December 1999

MA in Organizational Learning and Instructional Technology | Emphasis in Training & Development

Washington State University- BA

May 1991

Education, Emphasis in Reading, Minor in Music Performance (Flute)

COMMUNITY CONTRIBUTIONS

- Janet Kahn School of Integrated Arts Library Volunteer | August 2023 - Present
- Humming Desert Alpacas Farm and Festival Volunteer | September 2020 - Present
- Eldorado High School Band Program: Albuquerque/UNM Jazz Festival Audio Recording Specialist, Marching Band Pit Crew, Band Booster Board Secretary | July 2015 - Present
- American Youth Soccer Association Registrar & Team Coach | December 2005 - May 2011