

. DANIEL MARTINHO .

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Highly innovative learning and development specialist offering 17+ years of experience in instructional design and content development. Educational leader skilled in fostering relationships with stakeholders and gaining vital insights on educational needs. Well-versed in evaluating organizational performance and implementing training improvements to increase efficiency and assist in meeting objectives.

- ◆ Comp TIA & Scrum Master Certified
- ◆ Content Development
- ◆ Cross-Functional Team Collaboration
- ◆ Curriculum Implementation
- ◆ Educational Leadership
- ◆ Enterprise Technology Implementation
- ◆ L&D Management
- ◆ Multiple Learning Modalities
- ◆ Product Lifecycle Development
- ◆ Product Management
- ◆ Program Development
- ◆ Program Evaluation & Assessment
- ◆ Project Management
- ◆ Staff & Stakeholder Management
- ◆ Technical Writing

ACHIEVEMENTS

- ◆ Created an app that was named an *Ed Tech Tool to Try in 2019* (Cult of Pedagogy) – App was featured in over 60 articles, podcasts, and videos on educational technology. 2019
- ◆ Produced 10 “Top 200” educational and reference apps in the iOS App Store – Attained over 200,000 downloads in 128 countries. 2018
- ◆ Recipient of Monmouth County Superintendents’ “Teacher Recognition Program” award. 2017
- ◆ Recipient of Wall Township School District’s “Governor’s Educator of the Year” award. 2017
- ◆ Recipient of South Brunswick School District’s “Governor’s Educator of the Year” award. 2013

WORK EXPERIENCE

TECHNICAL EDUCATION CONTENT DEVELOPER / SCRUM MASTER | *Cisco Systems* 2022 – Present

- ◆ Conduct needs assessments and market research to identify gaps in existing courseware and improve the relevance of AppDynamics training offerings – namely training on AppDynamics Cloud and Secure Application.
- ◆ Manage multiple projects simultaneously, consistently delivering high-quality courseware on-time and within budget - chosen as lead content developer for Cisco’s Full Stack Observability strategy as a result.
- ◆ Attained a 20% increase in student satisfaction ratings for a major course release by incorporating interactive and scenario-based learning activities into the curriculum.

INSTRUCTIONAL DESIGNER | *Rutgers University* 2021 – 2022

- ◆ Spearheaded the design and development of dozens of engaging, learner-centric training courses, modules, and materials in a variety of formats to support the learning needs of over 1000 students annually.
- ◆ Curated and improved educational materials, such as curricula, course formats, and lesson presentations, in over 10 areas of study within the field of social work, resulting in a 15% increase in course completion rates and a 10% increase in overall student performance.
- ◆ Collaborated with administrators, stakeholders, and subject matter experts daily to determine course needs, learning outcomes, and frameworks.

INSTRUCTIONAL TECHNOLOGIST / IT PROJECT MANAGER | *ClassroomQ LLC* 2016 – 2022

- ◆ Led a cross-functional team of developers, designers, and subject matter experts to develop and launch ClassroomQ, an educational technology tool with 1000s of daily users in over 100 countries.
- ◆ Continuously monitor and analyze user data to identify areas for improvement and implement changes to enhance user engagement, which has led to a 10% increase in daily active users and a 25% decrease in user complaints.
- ◆ Established and maintain key partnerships with educational institutions and organizations, resulting in a 20% increase in user acquisition and a 15% increase in user retention.

INSTRUCTIONAL TECHNOLOGIST / PROJECT MANAGER | *PuxApps Digital Media LLC* 2012 – 2021

- ◆ Developed & deployed an Apple iOS, Google Android, and web app company that succeeded in producing over 20 educational and reference applications that served 1000s of educators daily.
- ◆ Led a team of 10 developers, designers, and content creators to build high-quality educational and reference apps, meeting strict deadlines and budgets.
- ◆ Evaluated app performance using analytics and user feedback to determine areas in need of improvement, resulting in a 30% increase in revenue after a 2016 marketing audit and a 25% increase in user engagement and retention.

EDUCATOR / CURRICULUM DEVELOPER / TECHNOLOGY COORDINATOR

<i>Highland Park Board of Education</i>	2018 – 2021
<i>Wall Township Board of Education</i>	2015 – 2018
<i>South Brunswick Board of Education</i>	2007 – 2015
<i>New Jersey Symphony Orchestra</i>	2013

- ♦ Developed and delivered 100s of lesson plans on principles of musicianship, music theory, music technology, music history, and string performance technique, resulting in 90% of students showing mastery in the subject matter.
- ♦ Pioneered the curriculum for and implemented an "El Sistema" program in inner-city Newark, which provided music education to over 200 students and resulted in improvements in student attendance and a decrease in behavioural incidents.
- ♦ Attained the highest rating for New Jersey educators (Highly Effective) every year the AchieveNJ evaluation system has been in effect.
- ♦ Simultaneously held the positions of Technology Coordinator, After-school Program Coordinator, and Audio/Visual Technology Coordinator in various districts.

EDUCATION

MASTER OF EDUCATION - INSTRUCTIONAL DESIGN & TECHNOLOGY <i>West Texas A&M University Canyon, TX</i>	2022
MASTER OF EDUCATION - EDUCATIONAL LEADERSHIP & POLICY STUDIES <i>University of Texas Arlington, TX</i>	2019
MASTER OF MUSIC - MUSIC EDUCATION <i>Boston University Boston, MA</i>	2009
BACHELOR OF MUSIC - MUSIC EDUCATION <i>The College of New Jersey Ewing, NJ</i>	2006

CERTIFICATIONS

♦ Generative AI Blue Belt – <i>Cisco</i>	2024
♦ Generative AI Green Belt – <i>Cisco</i>	2023
♦ Certified Scrum Master (CSM) – <i>Scrum Alliance</i>	2023
♦ Project Management Professional (PMP) – <i>Project Management Institute</i>	2023
♦ Project Management Certificate – <i>Google</i>	2023
♦ Online Teaching Certificate – <i>Rutgers University</i>	2021
♦ Administrator I/II Certificate – <i>Maryland Department of Education</i>	2021
♦ Advanced Professional Certificate – <i>Maryland Department of Education</i>	2021
♦ Social / Behavioral / Epidemiologic Research Investigators – <i>CITI Program</i>	2021
♦ Microsoft Certified Educator – <i>Microsoft</i>	2020
♦ Microsoft Innovative Educator – <i>Microsoft</i>	2020
♦ A+ Certification – <i>CompTIA</i>	2020
♦ Google IT Support Professional Certification – <i>Google</i>	2020
♦ IT Fundamentals+ Certification – <i>CompTIA</i>	2020
♦ Educator Certificate – <i>Texas Education Agency</i>	2020
♦ Principal Certificate of Eligibility – <i>New Jersey Department of Education</i>	2020
♦ Certified Associate in Project Management (CAPM) – <i>Project Management Institute</i>	2019
♦ Professional Scrum Master (PSM) – <i>Scrum.org</i>	2015
♦ Google Educator Certificate – <i>Google</i>	2014
♦ Standard Supervisor Certificate – <i>New Jersey Department of Education</i>	2013
♦ Standard Teacher Certificate – <i>New Jersey Department of Education</i>	2007

ADDITIONAL SKILLS

Fluent English ●●●●● - Fluent Portuguese ●●●●● - Conversational Spanish ●●●●● - Limited French ●●●●●
Microsoft Office Suite - Windows - MacOS/iOS - Linux - JavaScript - Adobe Creative Suite - G Suite
HTML/CSS - UI/UX Design - xAPI - Articulate Storyline/Rise - Xyleme - Kubernetes -
OpenTelemetry - Canvas - Moodle