

Maddy Kadish

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Develop Customer-centric Learning by Drawing Insights from Audiences

Digital producer and content designer with project-manager mindset. Positive manager and collaborator for cross-functional teams. Expertise includes:

- Instructional Design
- Interactive Production
- Survey Design
- Video & Animation Production
- User testing
- Data Collection & Analysis

PROFESSIONAL EXPERIENCE

PBS

2016-2017

Public broadcasting television service with 350 member stations in the US.

Content Development Manager, Washington DC

Supervised the development and production of open educational resources.

- Managed 3 staff members and over 15 vendors and contributors to produce educational content on the CMS, supporting PBS television programming, filmmakers, and mission.

Pearson Education

2009-2016

Global education company, headquartered in London, with offices in 60 countries.

Efficacy Results Manager (Impact Evaluation Manager), Boston, MA

2014 – 2016

Evaluated programs for company's top strategic initiative, efficacy. Measured learning results and outcomes for accounts all over the U.S. of up to \$1M and up to 15K students.

- Analyzed data, assessing impact of digital products on student learning and customer goals.
- Led meetings, presenting findings and recommendations to customers and internal teams, improving implementations, programs, and outcomes, with an up to 33% increase in sales.
- Conducted over 30 interviews, focus groups, and surveys, and collected product data from customers, representing voice of customer to 300 sales associates and 7 product teams.
- Wrote 10 case studies, describing results and best practices, motivating future sales.

Digital Content Editor (concurrent with below position), London, England

2011

Launched online courses in UK market, 1st direct-to-consumer product branded as Pearson.

- Ran user testing (face-to-face and online), improving and promoting the product.
- Collaborated with content partners, building new audiences, growing customer base.

Instructional Designer, Boston, MA

2009 – 2014

Determined instructional strategy and flow for online and mobile programs, including games.

- Produced prototypes and coordinated field tests, developing 12 new programs that met customers' curriculum and technology needs.
- Created video strategy, shooting scripts, and coordinated cast and crew selection that resolved content gaps, while achieving schedule and budget goals.
- Guided team of 10 subject matter experts/textbook editors in digital development processes, incorporating user testing and agile methodology into workflow.
- Selected for international program because of high-quality work. (See role above.)

VPG Integrated Media (now VitalSource Media)

2002 – 2009

Digital production company, specializing in educational media.

Producer, Boston, MA

Developed video, animation, and interactive media and oversaw accounts.

- Oversaw clients and project teams, including hiring and training Associate Producer, leading to repeat contracts and 4 industry awards for company.
- Directed actors in recordings and video shoots, on-location and in studio, eliciting creativity while adhering to budget requirements.

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ADDITIONAL EXPERIENCE

Freelance

2010 – present

Contributing Writer, Boston, MA

MovieMaker Magazine, Indiewire, No Film School, The Independent, NewEnglandFilm.com

Wrote original articles about filmmakers, technology, industry trends, festivals, and events.

- Served as Editor-in-Chief of *NewEnglandFilm.com*, managing 6 writers, assigning and supervising editorial coverage, and editing and approving stories.

Harvard Business School

Research Associate, Boston, MA

The Lord Group (division of Young & Rubicam Advertising)

Assistant Producer in TV and Radio, New York, NY

Productivity Point International

Computer Software Trainer, New York, NY

Boston University, Office of Distance Education

Instructional Designer, Boston, MA

EDUCATION

Master of Education (MEd), Technology in Education

Harvard University Graduate School of Education, Cambridge, MA

Bachelor of Science (BS) with Honors, Major: Human Service Studies

Cornell University, College of Human Ecology, Ithaca, NY

- Dean's List
- College Grant for Undergraduate Research

HONORS

- Parents' Choice Award, Gold in Website category, PBS Electoral Decoder, Content Development Manager
- Massachusetts Innovation & Technology Exchange (MITX), Innovation Award in "Kids, Tweens, and Teens" category, LifeSkills Training, Producer
- Learning Magazine, Teachers' Choice Award for the Classroom, LifeSkills Training, Producer
- "Parent Tested, Parent Approved" Media Award, LifeSkills Training, Producer
- Telly Award, Inside the Orchestra, Associate Producer

COMPUTER SKILLS

MS Office, Dreamweaver, WordPress, HTML, Photoshop, Google Analytics & Apps