

**MARY WESTLUND**  
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**TARGET: PROGRAM COORDINATOR**

A versatile and creative team leader with solid experience developing, coordinating and delivering programs. Stays abreast of industry trends, practices, and strategies. Demonstrated success in aligning programs to state curriculum standards, evaluating outcomes and streamlining processes. Adept at leveraging different learning styles to yield the best results. Highly skilled at prioritizing and efficiently managing multiple projects concurrently while meeting mandated deadlines.

**AREAS OF EXPERTISE**

- |                       |                                      |                          |
|-----------------------|--------------------------------------|--------------------------|
| • Program Development | • Youth & Adult Learning Theories    | • Data Evaluation        |
| • Project Management  | • In-Person Training & Facilitation  | • CMS/LMS/Eventbrite     |
| • Grant Management    | • Website Content/Curriculum Writing | • Microsoft Office Suite |

**PROFESSIONAL HIGHLIGHTS**

**Maryland Association of Environmental and Outdoor Education (MAEOE) – Baltimore, MD** 11/2019-Present  
**Program Coordinator**

*Develop and facilitate in-person and virtual professional development workshops for the Maryland Green Schools program. Coordinate and facilitate environmental education webinars for informal and formal educators across Maryland. Assist with planning and coordination of annual MAEOE conference. Collaborate with facilitators to develop programming for the Project Learning Tree (PLT) program across Maryland.*

**Key Accomplishment:**

- Coordinate experts and facilitate discussions for weekly webinars focused on virtual solutions for environmental literacy during the COVID-19 crisis and beyond.
- Developed weekly Summer Guide for Parents filled with ideas for engaging in nature with children.

**Smithsonian Environmental Research Center (SERC) – Edgewater, MD** 6/2019-Present  
**Curriculum Writer/Environmental Educator** 12/2010-8/2013

*Lead hands-on educational programs emphasizing science practices and aligned with Next Generation Science Standards. Mentor an eighth-grade student whose science fair project is focused on the Chesapeake Bay and current SERC research. Collaborate with multiple teams to evaluate research, create data collection processes and construct citizen science protocols to be integrated into a new education curriculum.*

**Key Accomplishment:**

- Reworked an existing early childhood environmental education program that increased school sign-ups.

**CustomED – Collingswood, NJ** 8/2013-6/2019  
**Director of Education**

*Developed programming, created resource materials and facilitated train-the-trainer workshops, multi-day conferences and webinars. Led the privacy policy process for two websites and oversaw multiple teams to ensure compliance with government regulations.*

**Key Accomplishments:**

- Collaborated with stakeholders in nine states to develop customized regional workshops for a national in-school health and wellness program. Six hundred new instructors trained in three months.
- Led content development for a workforce toolkit to kickstart recruitment efforts in the equipment manufacturing industry. Fifty manufacturers downloaded toolkit within first week of launch.
- Partnered with multiple agencies to update a website platform. One million users created new accounts over three years.
- Managed grant funds for a youth sports collaborative organization that placed adjudicated youth into sports-based youth development programs. \$150K in grant funds dispersed over three years.
- Contributed to organizational growth through strategic planning meetings, program development and Board of Directors appointment. Company doubled in size over five years.

**Riverbend Environmental Education Center – Gladwyne, PA** 3/2011-5/2012  
**Environmental Educator**

*Led programs both onsite and in schools that were standards-aligned and designed to connect students to the natural world.*

**Key Accomplishment:**

- Customized school and community outreach programs using activities with live animals, nature exploration and STEM.

**Russell Byers Charter School – Philadelphia, PA** 8/2006-6/2010  
**4<sup>th</sup> Grade Teacher/Grade Lead**

*Created nine-week learning modules centered around global and historical awareness.*

**Key Accomplishment:**

- Wrote proposal and awarded grant for \$10K to attend an international literacy conference and to conduct research for new curriculum content focused on the rainforest ecosystem.

## EDUCATION

**Master of Education in Teaching and Learning**  
**Lock Haven University – Lock Haven, PA**

**Elementary Education Certificate** (*continuation of Bachelor of Science*)  
**Concordia University – Portland, OR**

**Bachelor of Science in Interior Design**  
**La Roche College – Pittsburgh, PA**

## CERTIFICATIONS

**Pennsylvania Level 2 Professional Certificate: Elementary K-3, and Early N-3**  
**Pennsylvania Department of Education – Harrisburg, PA**

## PROFESSIONAL DEVELOPMENT

**CreativeXChange2018** 2018  
**Philadelphia Arts & Business Council – Philadelphia, PA**  
*A five-session creative leadership and team training designed to maximize problem solving and master the art of innovation.*

**Project Management** 2017  
**Temple University – Philadelphia, PA**  
*A four-course training that provides a solid foundation in the fundamentals of project management.*

**Online Facilitator Training: Mastering the Skills of Online Teaching** 2016  
**PBS TeacherLine – Philadelphia, PA**  
*A six-week course that gives participants multiple opportunities to build and master online facilitation skills through research-based articles and readings, discussions, collaborative projects, and other interactive experiences.*

**Grant Writing** 2015  
**Community College of Philadelphia – Philadelphia, PA**  
*An eight-week course that delves into the grant writing process for both the profit and nonprofit sectors.*

## PROFESSIONAL AFFILIATIONS

**NAAEE** Current Member

**The Association for Supervision and Curriculum Development** Current Member

**The Learning Development Professionals of Greater Philadelphia** Current Member