

DANIEL E. REINISH

COMMUNICATION • TECHNOLOGY • EDUCATION

SUMMARY Award-winning educator, communicator, and collaborator with 13+ years of experience creating digital media, managing projects, overseeing logistics, and integrating technology to meet operational goals.

PRIMARY EXPERIENCE **Director**, May 2020 to May 2023 (board member since May 2015)
Virginia Association of Journalism Teachers and Advisers

Set strategy, developed agendas, and maintained morale for a professional association supporting high-quality journalism education throughout Virginia, especially as teachers navigated the challenges brought on by the COVID-19 pandemic.

- Organized a **series of statewide workshops** (including in-person and synchronous/asynchronous virtual events). Recruited speakers, managed **event logistics**, collaborated with partner organizations, and oversaw publicity.
- Partnered with regional and national stakeholders on **planning committee** for Nat'l High School Journalism Convention.
- Maintained association's **website**, wrote **press releases**, and developed **code** to power advanced submission forms.

Web Developer, July 2017 to present

AllSource PPS, Inc. (under contract to the John F. Kennedy School of Government, Harvard University)

Interim Associate Director / Manager of Curriculum Operations, July 2016 to June 2017

Strengthening Learning and Teaching Excellence (John F. Kennedy School of Government, Harvard University)

Oversaw (as Interim Associate Director) the publication and distribution of interactive curricular materials—including cases and multimedia content—while providing leadership continuity, project management, and supervision of two direct reports during a team member's leave of absence. Continued to provide technical and analytical support after her return as Manager of Curriculum Operations. Upon returning to a previous teaching job, continued web developer relationship as a long-term contingent worker.

- Developed and trained colleagues in the use of a **WordPress-based content management system** for creating and securely distributing multimedia case studies. Optimized the distribution platform's end-user experience by creating custom WordPress plugins to smoothly integrate the site with a pre-existing e-commerce solution.
- Rebuilt public-facing departmental website in **Drupal** as part of school-wide overhaul project. Collaborated with multiple leaders to surface their teams' work, develop overall messaging, and improve organization of information.
- Created and implemented an **asset management database** to improve the team's media licensing workflow.
- Contributed **research, writing, and graphics** to a case study taught in a graduate course on social/political action.
- Recommended and implemented strategies to expand the reach of case-based pedagogy via **market research**, analysis of internal trends, Constant Contact campaigns, and **search engine optimization**. Created, edited and/or oversaw production of **infographics and reports** to inform decisions and increase engagement with faculty and staff.

English Teacher, December 2009 to June 2016 / September 2017 to present

George C. Marshall High School (Fairfax County Public Schools)

Primarily taught English 10 Honors at a high-performing International Baccalaureate school while also serving for several years (September 2013 to June 2016) as the course's curriculum team leader. Responsibilities included setting the agenda and serving as liaison to the English Department chair, other grade level teams, the school administration, and the centralized testing office.

- As part of **Instructional Transformation Team**, helped develop policies, procedures, and training to ensure an enhanced culture of collaboration and student-centered learning as school transitioned to one-laptop-per-child model.
- **Trained colleagues** as the department point-person for adopting a new online Student Information System.
- Served on the principal's hiring committee for the **School-Based Technology Specialist** position.
- **Created strategy** for transitioning the English 10 HN grading policy to a modern, standards-based system while also leading the effort to redesign the curriculum to better align with 11th/12th grade International Baccalaureate program.
- **Mentored** a student teaching intern, several staff members new to the school, and a first-year teacher.

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TECHNOLOGY SKILLS Digital publishing via **content management systems**, including deployment/maintenance of WordPress and Drupal as well as advanced customization and theme/plugin development for WordPress.

Database maintenance and design, including the creation and integration of MySQL and SQLite databases as well as designing, scripting, and deploying solutions in Microsoft Access and FileMaker Pro.

Digital content production, including expert proficiency in Adobe InDesign as well as advanced knowledge of Adobe Photoshop and Adobe Illustrator.

Web, software, and mobile app development, including strong working knowledge of HTML, CSS, PHP, and JavaScript as well as varied experience with Vue, jQuery, Swift, Java, Objective-C, Visual Studio, Python, and shell scripting.

Office suite productivity and optimization, including expert knowledge of Microsoft Office and Google Suite as well as advanced proficiency with spreadsheets and experience with Microsoft and Google scripting tools.

ADDITIONAL EXPERIENCE **Journalism Teacher & Newspaper/Yearbook Adviser**, Dec. 2009 to June 2016 / Sept. 2017 to present
George C. Marshall High School (Fairfax County Public Schools)

Provided overall vision as well as hands-on training and guidance to students whose work consistently earned top ratings from scholastic press associations, including at least seven nominations for the country's most prestigious awards for student media.

- Continuously guided students to improve their written communication through **copy editing** and detailed feedback.
- Transformed student newspaper into a real-time, hybrid print/digital publication by creating and training students in the use of a **WordPress-based content management system** for news production.
- Used, integrated, and taught **technology** including Adobe Creative Cloud, Microsoft Office, Google Suite, and FileMaker Pro to develop and maintain processes and procedures for design, bookkeeping, scheduling, grading, planning, etc.
- Developed and deployed a **custom web application** for managing and checking out photography equipment.
- Created and oversaw marketing/recruiting campaigns including flyers, e-mail blasts, websites, and social media engagement, resulting in annual yearbook **revenue of approx. \$80,000** and staffs frequently exceeding **20 students**.
- Developed **relationships** with publishing houses, photographers, equipment suppliers, and other vendors.
- Managed deadlines, finances, and student motivation such that both publications remained consistently **on-time, self-sufficient, and profitable**, allowing for substantial investment in equipment updates and improved products.
- **Coached** student leaders on handling controversial issues, community feedback, and interaction with the school administration while maintaining their first amendment rights and editorial control of publication content.

EDUCATION **Master of Teaching – English**
University of Virginia, 2007-2009

- ETS Recognition of Excellence – Mathematics, 2009
- ETS Recognition of Excellence – English, 2008
- Meritorious New Teacher Pre-Candidate, 2008

Bachelor of Arts – Cognitive Sci. & English Lit.
University of Virginia, 2003-2007

- Sigma Alpha Lambda Emerging Leaders Scholarship, 2007
- Intermediate Honors, 2005
- Echols Scholar, 2003

CREDENTIALS & AWARDS **Adobe Certified Professional**, Print & Digital Media Production Using Adobe InDesign – Adobe, 2023

Distinguished Adviser, Yearbook Adviser of the Year Program – Journalism Education Association, 2022

Special Recognition Adviser, Yearbook Adviser of the Year Program – Journalism Education Association, 2019

Certified Journalism Educator, Journalism Education Association, 2015

Young Adviser Award, Virginia Association of Journalism Teachers and Advisers, 2014

Postgraduate Professional Teaching License – English & Math, Virginia Department of Education, 2009