

# JULIE ANNE McGEORGE (she/her/hers)

E: [julie.anne.mcgeorge@gmail.com](mailto:julie.anne.mcgeorge@gmail.com)

T: 615.969.9159

<http://www.linkedin.com/in/julieannemcgeorge>

portfolio: [mcgeorgecontentsolutions.com](http://mcgeorgecontentsolutions.com)

## EXPERIENCE

### Consultant, Specialized Product Delivery, Mastercard Data & Services

July 2023-present

- develop e-learning trainings for internal and external clients through Mastercard Learning Lab, including learning pathways and standalone courses and microcourses (e.g., *Understanding MicA, Introduction to Product Management, Data Strategy*)
- use a variety of software and technologies to create and maintain courseware (e.g., Articulate Storyline and RISE 360, Camtasia, Audacity, Powtoon, Figma, Adobe Illustrator, Tovuti)
- act as an assessment SME to oversee the training and review of all quizzes, exams, and knowledge checks for both Test & Learn and Learning Lab courses
- lead the upgrade of badging, microcredentialing, and certification efforts on Learning Lab

### ELA Content Developer, New Meridian (contract)

February-July 2023

- wrote and edited beginning, middle, and end of year items for grades 3-8 formative assessments
- searched for passages for grades 3-8 according to state standards and assessment blueprints

### Co-Founder, Global XR Academy (GXRA)

September 2021-October 2023

<https://globalxracademy.org/>

- worked with developers to build the GXRA website and social media channels
- represented GXRA in presentations and trainings
- developed interactive VR games, courses, and experiences

### Senior Curriculum Specialist, LingoAce

November 2021-October 2022

- oversaw high-level scope and sequence development of an e-learning English curriculum line developed (from ideation to launch) for early and young learners throughout SE Asia and Europe
- recruited, hired, and trained a small team of independent contractors to help develop CLIL lessons and decodable readers

### Senior Manager/Academics and Research, VIPKid Research Institute

May 2019-August 2021

<https://www.vipkid.com/research-institute>

- formed the inaugural VIPKid Research Institute team, where I helped conduct small- and large-scale research projects (e.g., white papers, MVPs)
- collaborated on the writing and editing of *Teaching English Online to Young Learners: 100 FAQs*
- managed a team of external vendors, as well as a planning team of 13, located in Beijing

### ELA Content Lead/Test Developer II, American Institutes for Research

June 2015-May 2019

| AIR assessment was acquired by Cambium Learning Group in 2019 |

- managed the development and implementation of English Language Arts (ELA) online assessments for Florida Statewide Assessments (FSA) for Grades 3-10 ELA reading, language, and writing (1.6 million students)
- managed a team of grade-band leads and external independent contractors

### Instructor/Trainer, Oxford Seminars

January 2014-August 2021

<http://www.oxfordseminars.com>

- taught the 60-hour face-to-face component of a 120-hour TEFL/TESOL/TESL certification course for preservice teachers, using adapted and original learning materials for classes of up to 25 adult learners

### Engage NY Curriculum Writer, PCG

October 2013-June 2015

<http://www.engageny.org/>

- wrote and edited modules of CCSS-aligned HS ELA curriculum, including an 11<sup>th</sup> grade module that was given exemplar status through EQUIP
- wrote and edited ELL differentiation considerations

# JULIE ANNE McGEORGE (she/her/hers)

E: [julie.anne.mcgeorge@gmail.com](mailto:julie.anne.mcgeorge@gmail.com)

T: 615.969.9159

<http://www.linkedin.com/in/julieannemcgeorge>

portfolio: [mcgeorgecontentsolutions.com](http://mcgeorgecontentsolutions.com)

## Task Developer/Assessment Writer, EF Labs London

March 2013-March 2016

<http://www.efset.org/en>

- formed the original team of writers contributing commissioned passages and items to EF's CEFR-aligned English language learner test, the EF Standardized English Test (EFSET)

## ELA Assessment Writer/Editor, CTB-McGraw-Hill—Nashville, TN, USA

April-October 2013

<http://www.smarterbalanced.org/>

- revised the SBAC 14 item specifications to support the summative assessment being developed for SBAC16

## Freelance Content Development Projects

August 2013-present

—Included on page 3—

## **FURTHER EXPERIENCE (international)**

### Senior Director of Studies, English First Chongqing Schools, PRC

September 2009-January 2013

<http://www.englishfirst.com>

- opened and operated two new schools and one existing school, overseeing academic quality throughout the three schools (more than 1000 students in this time)
- oversaw the recruitment, hiring, and onboarding of more than 30 international teachers
- provided more than 100 professional development workshops to all members of staff throughout Asia
- contributed to pilot programs, assessments, resources, and products developed out of Shanghai HQ

### Senior Teacher, EF Jiaxing, Zhejiang, PRC

June 2008-September 2009

- launched EFJX's Business English program and taught students aged 3-adult
- contributed to teacher training and professional development

### Teacher, EF Harbin, Heilongjiang, PRC

February 2008-May 2008

### Instructor, Weihai Daguanghua International School, Shandong, PRC

February 2007-January 2008

## **EDUCATIONAL BACKGROUND**

### University of Maryland Global Campus

Master's in Distance Education and E-Learning (2021)

### University of Missouri-Columbia

B.A. in English Literature, minor in Journalism (2005)

## **ADDITIONAL CERTIFICATIONS**

### Bridge 40 Hour Online TEFL, Grade A

Cambridge TKT Modules 1, 2, 3, YL

University of Pittsburgh—Gender and Sexuality: Diversity and Inclusion in the Workplace (2021)

Georgian College—Virtual Reality Educator microcredential (2022)

Universe—Introduction to 3D Modeling with Blender (TBD)

# JULIE ANNE McGEORGE (she/her/hers)

E: [julie.anne.mcgeorge@gmail.com](mailto:julie.anne.mcgeorge@gmail.com)

T: 615.969.9159

<http://www.linkedin.com/in/julieannemcgeorge>

portfolio: [mcgeorgecontentsolutions.com](http://mcgeorgecontentsolutions.com)

## FREELANCE CONTENT/WRITING PROJECTS

August 2013-present

- review K12 items to determine CCSS ELA alignment through **Cambium Assessment** (May-June 2024)
- review and edit EL differentiation considerations for grades K-6 Connections ELA curriculum through **CSA Education** in partnership with **Curriculum Associates** (March 2024-present)
- write formative assessment items aligned to CCSS ELA grades 3-8 for **New Meridian** (February-July 2023)
- work as an educational consultant on various short-term curriculum, assessment, and training contracts in the K12 space through **Scribe Concepts** (September 2022-February 2023)
- audit items as ELL, SLA, and Grammar SME for Western Governors University through **Hurix** (December 2022)
- edit HS ELA passages and items being converted to e-learning with **School Publishing Group** (October 2022)
- provide feedback for CEFR-aligned reading passages at **Speak Assessment** (January 2022)
- provided alignment support and feedback on assessment offerings by **LearningMate** (September 2021)
- wrote teacher-facing ELL differentiation considerations for high school Connections ELA curriculum and K-12 Algebra and Geometry through **Perfection Learning Corporation** (March 2018-May 2021)
- provided feedback on ELL literacy items for entry level assessment with **Language Tree** (Jan.-March 2020)
- acted as lead writer for **Cohesion/nSight**, writing decodable and grade 3-5 CCSS-aligned readers and items for **Lexia Learning**; provided prototypes and feedback on colleagues' submissions (Jan.-April 2018)
- correlated existing curriculum to the TX ELPS breakouts for **Perfection Learning** (Jan.-March 2018)
- developed passages and items aligned to CCSS, NGSS, and NCSS through **Lexia Learning** (Jan. 2018)
- wrote ELL considerations for Benson Handwriting books through **Perfection Learning** (Nov. 2017-July 2018)
- developed CCSS- aligned curriculum for **Praxis Interactive Services** (September 2017)
- wrote and edited ELL assessments for **Language Tree** (July-Aug. 2017)
- wrote and edited ELA content for **Wisewire** (March-April 2017)
- wrote ELL differentiated curriculum for **Amplify Education** (February-April 2015)
- wrote K-4 ELL differentiated curriculum and assessment rubrics for **Benchmark** (Nov.-Dec. 2014)
- wrote ELL differentiated curriculum for grades 6-8 with **Victory PRD** (Nov. 2014-June 2015)
- wrote items and passages for the AABL project with **ERB** (Sept.-Dec. 2014)
- sourced and wrote passages and items for **True North Education Consultants** (Aug. 2014-June 2015)
- reviewed second language passage and item submissions from writers for a high-stakes Japanese assessment through **SLTI/Berlitz** (July-Oct. 2014)
- searched for grade and CCSS appropriate passages for **WestEd** (from June 2014)
- developed items for Australian assessment project (**ACARA**) through **Pacific Metrics** (April-July 2014)
- mapped CEFR prerequisite concepts for Cambridge Adept with **DiacriTech/Knewton** (April-June 2014)
- developed items and stimuli for (**CaMLA** at) the University of Michigan (Sept. 2013-June 2014)
- developed adult and business English content for worldwide programs with **EF Labs Shanghai** (2013)