



CONTACT INFO:

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EDUCATION:

MA Education Technology &
Online Teaching Certificate
Webster University

MA Interactive & Digital Media
Lindenwood University

BA Mass Communication
University of Utah

APR - Public Relations Accreditation
Public Relations Society of America

SKILLS:

- Adult Education, Curriculum Development, Instructional Design
- Writing, Social Media, Content Creation, Google Analytics
- Adobe Creative Suite: Photoshop, InDesign, Illustrator, Premiere
- Kaltura, Camtasia
- Articulate Rise, Storyline
- HTML, CSS, Word Press, SharePoint
- Salesforce CRM
- Canvas, Blackboard, Google Classroom
- Microsoft Office, Google Suite
- Tableau, Visme, Canva

Danielle Oser

INSTRUCTIONAL & CURRICULUM DESIGNER

Prioritizing personalized learning design and technology integration, I bring over a decade in higher education and five years in online teaching and design. Expertise in curriculum design and adult learning is complemented by 15+ years as an award-winning account lead in public relations, bringing a unique perspective to learning challenges and enriching teams with fresh insights and innovative solutions.

EXPERIENCE

LEARNING DESIGNER / SME CONTRACTOR

Maryville University 1/19 to present

- Contributed to course modernizations to enhance learning experiences.
- Collaborative team member of the instructional design team responsible for developing and recording over 100 guided tutorials, lectures, and lessons.
- Served as a subject matter expert and project manager for four online courses (Social Media Campaigns, Visual Communication, Graphic Design 1 and 2), overseeing curriculum development, revision and modernization.
- Project management, consultation, quality control, accessibility oversight, and course maintenance and updating

ASSOCIATE - ADJUNCT INSTRUCTOR

- **Maryville University 8/13 to present - 40+ course on-ground and online**
- **Webster University 8/17 to present - 20 courses**
- **Lindenwood University - 45+ courses (20+ graduate)**
- **St. Charles Community College, St. Louis Community College - 10 courses**
- Utilize curriculum development skills to cultivate active learning, promoting advanced communication skills through experiential portfolio projects.
- Employ classroom management and leadership to engage diverse learners.
- Continuously enhance participation strategies, catering to varied learning styles.
- Proficient in delivering asynchronous, hybrid, and synchronous instruction.

CURRICULUM AND CONTENT DEVELOPMENT

- **GraphicWorld** - Media Essentials 4th Edition Curriculum Developer: Improved learning with 2,000+ test questions, revamped manuals, and enhanced visuals for instructor decks and chapter reviews, fostering better engagement and comprehension.
- **Institute for School Partnership at Washington University** - Revamped mySci K-5 STEM curriculum to align with standards, producing Google Docs-compatible materials for improved curriculum support and accessibility.

COMMUNICATION AND BUSINESS DEVELOPMENT MANAGER

Brown Smith Wallace, BSW Consulting & Benefit Plans Plus 1/02 to 6/13

- Orchestrated and created comprehensive marketing and public relations strategies; conducted thorough training sessions to ensure effective implementation, enhancing brand recognition, and increasing sales through targeted campaigns.
- Developed and optimized a 300+ page website, provided hands-on training, driving online engagement, and expanded the firm's digital footprint.
- Led the creation and administration of a Microsoft SharePoint intranet for 200+ employees to eliminate data silos; formulated robust training materials and programs, revolutionizing internal communication and collaboration.