

# Michele Israel

## Writer

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## Skills

Non-profit and Business Digital & Print Content Creation (blogs, white papers, recommendations, articles, manuals, instructional, learner, study, and discussion guides, job aids, infographics, effective practices, etc.)

Grant Writing

Interviewing & Data Gathering

Learning Experience, Curriculum, Instructional Design

Project Management

Report Writing

Research, Needs Assessment, Analysis, & Synthesis

Substantive Editing

## Education

### Columbia University

M.A. in Educational Administration

Talented, enthusiastic, and versatile client-focused writer seeking opportunities to develop content that supports and highlights organizational and industry programs, practices, trends, impact, and effective practices across a range of written collateral.

## Experience

1996 -  
present

### Owner-Writer-Independent Contractor

*Michele Israel Educational Writing & Consulting*

- Produce broad range of written collateral on a variety of topics, with specialization in education and virtual learning realm.
- Deliver concise, crisp, and detailed print and online materials that support and publicize critical organizational messaging and services as well as report on trends, effective practices, etc.
- Conduct essential and extensive research and/or interviews for rich, accurate, and compelling content across deliverables.
- Partner with subject matter experts to inform specialized content (including virtual learning assets and courses) to ensure appropriateness and relevance.
- Substantively edit content to ensure readability, quality of language, and strength of messaging.
- Maintain social media and website presence, as well as digital group lists, Slack site, and Wordpress blogs for publicity, marketing, and outreach efforts.

### Select Writing Projects

*www.micheleisrael.com to view selected writing samples*

### Case Studies/Effective Practices

- **2017 - InSync Training** Effective Scorecard: Global Blended Learning and Social Environments Assessment tool guiding instructional and learning experience designers in the the creation and implementation of virtual learning for global audiences.
- **2010 - Council for Spiritual and Ethical Education** Interfaith Understanding: Possibilities for Schools Book introducing youth-focused programs as effective models that promote multi-faith understanding in schools of all types.
- **2005 - The Actuarial Foundation** Students and Mentors: A Powerful Combination compilation of case studies showcasing promising and model school-based math programs.

### Non-Profit Writing

- **2001 - Lower NY Consortium for Families with HIV/AIDS** Data-rich needs assessment for proposal to the Ryan White Care Act Title IV Grant to drive funding to large-scale HIV/AIDS treatment and prevention effort.
- **2011 - NYC Charter School Center** ATS Special Education Simple User Guide Step-by step procedural manual for charter school teachers extracting special education data through NYC DOE ATS reporting system
- **2002 - Brooklyn Botanic Garden** Strategic plan report citing results and action steps from a comprehensive strategic planning effort for 20+ education department staff, resulting in enhanced programs and external partnerships.

## Certificates

ATD Instructional Design & Designing Learning

The Right Question Institute: Question Formulation Technique

Authentic Education, UbD

Global Learning Partners, Foundations of Dialogue Education

NoVoEd, Foundations of Learning Experience Design (also selected as Learning Coach)

InSync Training, Virtual Classroom Design Mastery Series

Ideo, Insights for Innovation

## Software

Adobe Photoshop

Articulate Presenter

DocuTools

DonorSnap

Dropbox

Google Docs

MailChimp

Office 365

Power Point

Skype

Slack

Squarespace

Trello

Webex

WIX

Wordpress

xtensio

Zoom

## Blogs

- **2017 - *InSync Training*** Four-part series on micro-learning learning, including what it comprises and its learning and instructional value.
- **2017 - *GetEd Funding*** Three-part series on practical grant writing strategies for schools that typically struggle with fundraising.

## Business Content

- **2017 - *InSync Training*** *Game-Based Learning and Gamification: Guidance from the Experts* White paper sharing insight on how learning and development experts view and use these learning tools to build competencies. Developed procedural manuals for administrators, helpdesk personnel, and end users using Dropbox Business services.
- **2011 - *School Specialty: Premier Planners*** Parent newsletter accompanying learning materials centered on Coach Wooden's Character of Life principles.

## Articles

- **2018 - *InSync Training*** Seven articles for Novartis on evaluating learning programs using Kirkpatrick's approach to effective evaluation of training to demonstrate impact.
- **2018 - *EdTech Digest*** *The Write Idea* Article on how a teacher uses Turnitin®, an ed tech literacy tool, to enhance literacy skills.
- **2013 - *Teaching Tolerance Magazine*** *Serving Up Food Justice* Article describing different ways school gardens around the country immerse students in issues of food equity.
- **2005 - *Education World*** *From Chaos to Coherence: Managing Stress While Teaching* Article providing teachers with stress-reduction strategies .

## Discussion/Study Guides

- **2011 - *Teaching Tolerance*** *White Noise* High-school/college study guide accompanying play on hate speech in music to create awareness of pop culture's role in subversive promotion of racism and discrimination.
- **2003 - *WETA*** *Avoiding Armageddon* Discussion guide accompanying film focused on potential of terrorism.

## Grant Writing

- Secured new and renewed foundation, municipal, and corporate grants for varied programs, resulting in over \$2.5 million and increasing revenue upwards of 200%.
- Raised revenue upwards of %150 for 15+ small and emerging non-profits to jumpstart fundraising.
- Develop compelling letters of inquiry, grant proposals, and stewardship reports to generate funds for range of non-profits.
- Identify funding support through extensive outreach to and network solicitation meetings with potential funders and essential stakeholders.
- Conduct needs assessments and extensive research to identify and secure funding leads; and track multiple traditional and non-traditional grant sources to diversify funding.