

Lori Merfogel

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personal portfolio: www.lorimerfogel.com

E-LEARNING PROJECT LEADER • PRODUCT MANAGER • INSTRUCTIONAL DESIGNER

Education Technology • Curriculum • Professional Development • Implementation • Learning Management Systems

Highly driven, technology savvy, E-learning designer with comprehensive professional and academic background in educational pedagogy, curriculum design and professional development for educators and business organizations worldwide. An entrepreneurial professional leader and Ed-tech influencer, supporting teachers, tech coaches, administrators and parents with technology implementation and instructional strategies for impactful learner experiences.

EXPERIENCE

MERF EDUCATION LLC., Owner, Educational Consultant

2002- present

Supported the educational needs for corporate clients, districts, teachers and students

- **Cognitive Toybox;** Research dyslexia and literacy assessment screener product requirements
- **Maxscholar;** Ghost authored science of reading digital literacy lessons using Maxscholar materials based on Orton Gillingham
- **Catapult Learning;** Provided in-person teacher training workshops to Title One schools
- **Really Good Stuff;** Wrote activity guides aligning products to the Common Core Curriculum.
- **SI Manufacturing;** Invented the *MERF Money Counter and Coin Rods* product sold in the US and Canada

KIDDOM, Curriculum Project Manager, Instructional Designer, San Francisco, California (remote role) 06/2021-02/2023

- Reported to the Chief Academic Officer and Founder of Kiddom
- Supervised and mentored a team of 10 Instructional Designers to meet deadlines with the highest quality assurance
- Led new digital product release, *Kiddom Presentations*, which resulted in a high return on investment and improved customer retention rates surpassing company KPI and OKR goals
- Led proof-of-concept pilot projects through the complete life-cycle from inception to implementation
- Budgeted, prioritized, and oversaw department roadmap and deadlines for curriculum initiatives and professional development implementation for projects with *Illustrative Mathematics*, *OpenSciEd* and *EL Education ELA* content aligning to academic rigor and Common Core Standards
- Nurtured partnerships with districts and educational publishing partners such as *Kendall Hunt* and *Open-Up Resources*
- Collaborated closely with cross-functional teams.
- Recruited, hired, onboarded, and mentored new team members in a growing department
- Outsourced contract work with vendors

NEARPOD, Professional Learning Curriculum Leader, Dania Beach, Florida (remote role)

03/2015-05/2021

Held key roles in strategy, creation, and implementation of professional services scaled worldwide to millions of educators

Instructional Designer, Team Lead (2020-2021)

- Grew the professional services department of a startup with 700% growth, which led to a successful \$650M acquisition
- Led department initiatives for robust resource library of professional learning and product training materials
- Authored 100's of free educational product content scaled and shared worldwide through our train-the-trainer program
- Edited all training materials aligned with corporate guidelines, branding, and clarity to ensure quality assurance
- Scripted, narrated, and produced video tutorials using Camtasia software and marketed with social media and YouTube
- Wrote and designed user friendly quick guides, hyper-docs, blog articles and FAQ documentation using Zendesk
- Developed and facilitated synchronous and asynchronous professional development content based on ADDIE framework to audiences up to 1000 participants using Gotowebinar, Zoom, Microsoft Teams and other video conferencing tools

District Strategy Consultant / Facilitator (2018-2020)

- Customized learning experiences to achieve school and district aligned initiatives
- Delivered quality implementations for school and district partners in person and virtually
- Achieved 98% customer satisfaction rate on post session feedback forms

Certified Educator Program Manager / Teacher and Training Liaison (2015-2018)

- Managed a small team of FTE teacher trainers and PT consultants

- Supervised Nearpod Certified Trainers with scheduling, coaching, mentorship and feedback reviews
- Mentored 1000+ teachers in the Nearpod Certified Educator Program with district, regional and national conferences

95 PERCENT GROUP, Product Manager, Professional Learning, Lincolnshire, IL (remote role) 03/2023 - 07/2023

- Developed strategic vision and roadmap for professional learning products aligned with science of reading instruction
- Developed course collateral in an LMS and with print material, video, and HTML interactive files
- Re-defined Dr. Deb Glaser's *Top 10 Tools* science of reading online course outlining detailed requirements for an established timeline, budget and branding guidelines for a new version release
- Conducted market research and analysis to define competitive pricing and go-to-market plan, to best execute and deliver value, features, and benefits of professional learning products to meet educator needs
- Contributed to RFP proposals by gathering requirements, developing solutions, and writing clear concise responses to successfully win new business

BEDFORD CENTRAL SCHOOL DISTRICT, Bedford, NY Received Tenure 1998-2002, 2012-2014

Pound Ridge Elementary School, 2nd Grade Special Education Teacher, Co-Teach Inclusion classroom

West Patent Elementary School, Kindergarten Teacher; Co-Teach Inclusion classroom

- Supervised and collaborated with a team of multiple teachers, (Assist teacher, 1:1 aides, OT, PT and Speech therapists)
- Awarded **2000 Educational Excellence Teaching Award - Community Education Foundation**
- Presented at the *New York State Inclusion Conference, NCTM Conferences* and *District PD days*

EDUCATION

BANK STREET COLLEGE OF EDUCATION, New York, NY

Masters of Science in Education

BINGHAMTON UNIVERSITY, Binghamton, NY

Bachelor of Arts, Dean's Honor List

CERTIFICATIONS & TECHNICAL SKILLS

New York, Connecticut & Florida State Teacher Certification *B-2, I-6, Students with Disabilities*

Orton-Gillingham Multi-Sensory Teacher Certification

TECHNOLOGY: Google Suite, Microsoft Office Suite, Articulate 360, Salesforce, Slack, Camtasia, Smartsheet, Jira, Asana,

PUBLICATIONS

<https://nearpod.com/blog/good-readers/>

<https://nearpod.com/blog/limited-technology/>

<https://nearpod.com/s/search?q=maxscholar>

<https://sites.google.com/nearpod.com/www-nearpod-com/home>

<https://www.youtube.com/watch?v=9QeGpNPIP64>