

Lori Merfogel

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CONTENT MARKETING • PROFESSIONAL LEARNING • CUSTOMER EDUCATION CURRICULUM PRODUCT DEVELOPMENT • INSTRUCTIONAL DESIGN

Strategic EdTech leader with a proven track record scaling high-impact instructional initiatives for administrators, educators, families, and students. Results-driven e-learning professional integrating generative AI and emerging technologies to optimize content development with a proven ability to drive significant growth and impact through strategic planning, budgeting, design, and technology implementation.

Highlights:

- Grew the professional services department of a startup with 700% growth, which led to a successful \$650M acquisition.
- Demonstrated success in leading teams to deliver content that drives 98%+ customer satisfaction.
- Expertise in scaling Science of Reading initiatives and evidence-based literacy frameworks at scale.
- Awarded *2000 Educational Excellence Teaching Award* - Community Education Foundation.

EXPERIENCE

IMAGINE LEARNING, Professional Learning Content Design Director

05/2025 - 05/2026

Directed the strategy and development of professional learning content across both new-to-market and legacy products by leveraging generative AI tools and prompt engineering frameworks for consistency and scale.

- Managed and trained a high-performing team of content writers while directing dozens of concurrent workstreams.
- Spearheaded Dragonfly ELA professional learning curriculum launch, achieving a 98% educator excellence rating.
- Developed a unified style guide and template suite, raising the internal quality standard for product implementation.
- Elevated legacy EL Education assets to ensure full alignment with updated core style guides and brand standards.
- Prioritized Rivet Education alignment to ensure pathways meet rigorous Science of Reading and MLL badge standards.
- Managed dozens of concurrent workstreams to maintain 100% on-time delivery.

MERF EDUCATION LLC., Education Freelance Consultant

2023 - present

Supporting education technology clients with long-term and project-based contract freelance projects.

- **LUCA.ai:** Advise on phoneme-level diagnostics to construct an AI-driven, systematic, developmental scope and sequence.
- **Maxscholar/Nearpod:** Ghost-authored digital Science of Reading literacy lessons with an Orton-Gillingham framework.
- **MPS Limited:** Managed complex K-12 core and supplemental publishing projects; Savvas, Pearson, McGraw-Hill.
- **Colibri Group:** Managed curriculum strategy for continuing education LMS courses for *McKissock Learning*.
- **Alpha Publishing:** Developmental Editor/Writer for literacy curriculum TE/SE, Dubai.
- **Lumina Datamatics:** Developmental Editor/Writer for literacy lessons and PD; *Zaner Bloser*.
- **Six Red Marbles:** Authored literacy phonics curriculum and summer activities.
- **Cognitive Toybox:** Researched dyslexia and literacy screener product requirements, competitive landscape, and positioning.

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

Managed high-quality digital curriculum design initiatives to help schools and districts close achievement gaps.

- Reported to the Chief Academic Officer and Founder of Kiddom.
- Supervised and mentored a team of 10 Instructional Designers to meet curriculum deadlines with the highest quality assurance.
- Led content strategy for the “Kiddom Presentations” launch, surpassing ROI, retention, and KPI/OKR targets.
- Developed proof-of-concept pilot projects through the complete life cycle from inception to implementation.
- Managed department roadmaps, budgets, and deadlines for *EL Education*, *Illustrative Mathematics*, and *OpenSciEd* initiatives, ensuring rigorous Common Core alignment.
- 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 external vendors.

NEARPOD, Professional Learning Curriculum Leader, Dania Beach, Florida (remote role) **03/2015-05/2021**
Held key progressive leadership roles in scaling a startup's professional services department by 700%, contributing to a successful \$650M acquisition and servicing millions of educators worldwide.

Content Marketing/Instructional Designer, Team Lead (2019-2021)

- Wrote and designed user-friendly quick guides, hyper-docs, blog articles, and FAQ documentation using Zendesk.
- Authored 100's of free educational product content, scaled and shared worldwide through our train-the-trainer program.
- Designed training materials aligned with corporate guidelines, branding, voice, and clarity to ensure quality assurance.
- Scripted, narrated, and produced video tutorials using Camtasia software and marketed with social media and YouTube.
- Developed/facilitated synchronous and asynchronous professional development content based on the ADDIE framework to audiences of up to 1000 participants using GoToWebinar, Zoom, Microsoft Teams, and video conferencing tools.

District Strategy Consultant / Facilitator (2018-2019)

- 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.

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 & TECHNOLOGY

CERTIFICATION: New York, Connecticut & Florida State Teacher Certifications (Birth-Grade 2, Grades 1-6), Students with Disabilities; Orton-Gillingham Multi-Sensory Teacher Certification

TECHNOLOGY: Google Suite, Microsoft Office Suite, Slack, Zoom, Microsoft Teams, GoToWebinar, Jira, Asana, Smartsheet, Monday, Salesforce, Agile Product Lifecycles, Cross-Functional Team Leadership, Articulate 360, Camtasia, Zendesk, Generative AI Workflows, Prompt Engineering, AI-Driven Diagnostics & Adaptive Learning Platforms