

Luke Walker

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Profile

- 8 years experience in managing and marketing online learning products
- BA Honours in economics and business, with a focus on marketing
- Conceptualized, found corporate and foundation funding for, and launched innovative “social networking for learning” platforms including TIGed.org, the recipient of the Tech Museum’s 2007 Microsoft Award for Education
- Action-oriented, with a focus on transition ideas into successful projects, relationships, and campaigns

Experience

Communications & Game Co-Designer, Atmosphere Industries, Toronto, ON—January 2008-present

Responsible on promotion and media, and participate in the design and deployment of Big Games and other interactive events with a small team of collaborators. Focused on finding new and innovative ways to explore and examine public space offline and social spaces online.

- Co-designed Gentrification: The Game, which received Best in Show and Best Use of Tech at New York’s Come Out and Play Festival 2010, and was subsequently an invited selection at game festivals in London & Berlin.
- Generated significant press coverage for the Toronto edition of Gentrification – see <http://www.atmosphereindustries.com>

Marketing Manager, Career Cruising; Toronto—September 2008-November 2011

Responsible for developing and implementing the marketing program for an industry leader in online career education and personal learning plan development. Developed the processes and systems for tracking and reporting from the ground up the company’s first marketing employee. Key tasks included:

- Analyzing monthly sales and expense figures, working with President and Director of Sales to adjust and update sales and marketing strategy on an on-going basis.
- Managing presence at ~100 exhibit/tradeshows annually for a team of 8 sales reps, as well pre- and post-show outreach efforts.
- Coordinating in-house and freelance designers on a variety of online, print, video and tradeshow exhibit projects.
- Maintaining and updating marketing site, including planning new features such as an online training calendar and registration system.
- Building brand awareness through product reviews and advertising major trade publications and websites.
- Creating support and sales materials for clients and leads, including monthly newsletters (10+ versions), new feature info sheets, case studies and brochures for our suite of products.
- Managing the company’s social media imprint and exploring new means to reach educators and administrators across North America.

Director of Education Programs, TakingITGlobal; Toronto, ON—June 2007-September 2008

Education Program Manager, TakingITGlobal; Toronto, ON—2004-2007

Responsible for strategic planning and development of the education programming for an innovative non-profit, non-governmental organization focused on building youth capacity for community and global action, using emergent social media. In 2007, TakingITGlobal’s education programming was recognized for its contribution to addressing global challenges with the Tech Museum’s Education Award.

Key accomplishments included:

- Design, implementation, and on-going innovation of TIGed.org, an online social networking tool for classrooms, focused on collaborative global education.
- Securing of grants ranging from \$25,000 to \$500,000 from the MacArthur Foundation, Microsoft Corporation, the Canadian International Development Agency, Longview Foundation and others.
- Building relationships with educators, school districts and provincial/state level contacts, leading to multi-year licensing agreements for the TIGed.org platform.

- Building the capacity of educators in 50 countries for global education through professional development, online training, publication of case studies, and online collaborative tools.
- Developing innovative curriculum materials on global topics, as well as information resources for young people.
- Managing external client projects, including serving as the community manager and trainer for Microsoft's partnersinlearning.com internal online community.
- Implementing new transparency and accountability systems across the organization.

Relevant links:

- TIGed.org (<http://www.tiged.org>): conceptualized and managed this e-learning platform and social network for educators.
- YouthMediaExchange.org (<http://www.ymex.org>): conceptualized and managed this innovative online social network with embedded learning activities.
- Understanding the Issues (<http://www.takingitglobal.org/understand>): managed the re-development of this resource to incorporate more user-generated content and rich media, working with a team of 15 part-time editors/translators
- TIG Xpress—HIV/AIDS (<http://www.tiged.org/tigxpress>): project manager and author of this high school curriculum resource and accompanying web-based tools
- Making the Connection (<http://www.tiged.org/bestpractices>): Project manager for this collection of best practices in the field of collaborative online projects for global education.

Supply Teacher, Western School Board; Summerside, PEI—2003–2004

- Instructed students from grades 1-12 in subjects including math, language arts, and sciences, with a focus on backward-designed lesson plans.

Instructional Designer, Acadia Institute for Teaching & Technology; Wolfville, NS—2002–2003

- Integrated industry leading applications including Siebel 7 and Hyperion Essbase into the School of Business curriculum, working with professors and students to ensure the technologies were being applied meaningfully and efficiently.
- Worked with professors new to IT to help include basic technologies in their courses, such as Acadia's Courseware Management Environment, automated testing, and simple web design.

Education & Professional Development

Project Team Leadership: Building Commitment through Superior Communication

American Management Association seminar, Chicago, May 2007 (3 day course, 1.8 CEUs, PMI-eligible)

Graduate Courses, University of Prince Edward Island; Charlottetown, PEI—2004–2006

Island Studies – focus on economic development and education (1 year full-time, average 87%)

Bachelor of Arts, Honours, Acadia University; Wolfville, NS—2003

Economics with Business (GPA 3.57/4.00)

- Special topics: new venture creation, online marketing, development economics
- Thesis: Measuring the Wealth of Nations: An Analysis of Recent Initiatives
- Major projects: marketing plan for niche online retailer, gingerbra.com; entrepreneurial research study on feasibility autonomy for the student newspaper
- Awards: Golden A award for contribution to the campus community (May 2003)

Publications

Corriero, Jennifer and Luke Walker. 2009. "The Power We Have: Profiles of Youth Using Technology to Promote Sustainable Development" in *Young People, Education, and Sustainable Development: Exploring Principles, Perspectives, and Praxis*, P. Osano & P. Coroan, eds.

Larkin, June, Charlotte Lombardo, Luke Walker, Raha Bahreini, Wangari Tharao, Claudia Mitchell and Nathi Dubazane. 2007. "TakingITGlobal Xpress: Youth, Photovoice and HIV/AIDS" in *Putting People in the Picture: Visual Methodologies for Social Change*, C. Mitchell and N. De Lange, eds. Amsterdam: Senses.

Raynes-Goldie, Kate and Luke Walker. 2007. "Our Space: Case Studies of Youth Online Civic Engagement" in *Civic Life Online*, L. Bennett, ed. MacArthur Foundation Series on Digital Media and Learning. Cambridge: MIT.

Select Speaking Engagements

Keynote/featured presenter at:

- MacArthur Foundation Public Forum on Digital Media & Learning, February 2008, Winnipeg
- iEARN Youth Summit, July 2006, Enschede, Netherlands
- The Virtual School Symposium, October 2005, Denver (Panelist)
- The Global Project-Based Learning Forum and Exhibition, September 2005, Kaohsiung, Taiwan
- School of the Future World Summit, July 2005, Seattle (Moderator)
- National Educational Computing Conference, June 2005, Philadelphia (Moderator)

Presenter at:

- Montreal International Games Summit, November 2007, Montreal
- Educational Computing Organization of Ontario Conference, Mississauga, Nov 2007
- Canadian Council for International Cooperation Public Engagement Forum, October 2007, Ottawa
- iEARN World Summit and Youth Summit, Cairo, July 2007
- National Educational Computing Conference, Atlanta. June 2007
- K12 Online Conference, October 2006
- iEARN World Summit, Enschede, Netherlands, July 2006
- The 2006 Illinois Online Conference, February 2006
- The Pennsylvania Department of Education's Online Seminar Series, February 2006

As well as other conferences, schools and teacher colleges throughout the North America.

Volunteer/Advisory Positions

- Member, Organizing Committee, PrivacyCampTO 2010 (fundraising and communications)
- Member, Board of Directors, Ontario Council for International Cooperation. June 2008-April 2009
- Member, WorldBlu Council on Organizational Democracy, 2007-2008
- Co-Chair, Global Citizenship Working Group, Ontario Council for International Cooperation, 2007-2008
- Member of the Intersectoral Advisory Committee for the Metropolitan Action Committee on Violence Against Women & Children's RePLAY Positive Gaming project, 2006-2007
- Taskforce Co-Chair, Global Village Advisory Committee for the Toronto International AIDS Conference, 2006

Skills

Technical competencies: Mac OS X or Windows XP/Vista/7, Microsoft Office/Apple iWork/Google Docs, Adobe Photoshop, InDesign, Dreamweaver. HTML/CSS.

Languages: English & French. Hold Prince Edward Island Certificate of Bilingualism.