

Luke Walker

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Objective

A project manager position at a creative social media innovator.

Profile

- 5 years experience in social media as a project/product manager, content creator, and advocate
- BA Honours in economics and business, with a focus on marketing
- Conceptualized 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

Professional Experience

Marketing Coordinator, Career Cruising/Anaca Technologies—Sept 2008-present

As Career Cruising's first marketing focused-employee: conducted competitive analyses and regular reviews of user-generated content relating to the company; revamped marketing site to better represent company values and new product lines; coordinated conference presence across North America; managed print and web designers; drafted client case studies, newsletters, and various other marketing materials.

Director of Education Programs, TakingITGlobal; Toronto, ON—June 2007-Aug 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 include:

- Design, implementation, and on-going innovation of TIGed.org, an online social networking tool for classrooms, focused on collaborative global education.
- Secured grants ranging from \$25,000 to \$500,000 from the MacArthur Foundation, Microsoft Corporation, the Canadian International Development Agency, Longview Foundation and others.
- Built relationships with educators, school districts and provincial/state level contacts, leading to multi-year licensing agreements for the TIGed.org platform.
- Built the capacity of educators in 50 countries for global education through professional development, online training, publication of case studies, and online collaborative tools.
- Developed of innovative curriculum materials on global topics, as well as information resources for young people.
- Managed external client projects, including serving as the community manager and trainer for Microsoft's partnersinlearning.com internal online community.
- Implemented 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 from math, to language arts, to the 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.
- Also 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. Forthcoming. "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.

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.

Board & Advisory Positions

Member, Board of Directors, Ontario Council for International Cooperation. June 2008-March 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: xHTML & CSS, familiarity with MySQL, CVS. Comfortable with Mac OS X or Windows XP, Microsoft Office/Apple iWork/Google Docs, Adobe Photoshop, InDesign, Dreamweaver. Currently exploring Ruby on Rails, PHP.

Language competencies: English first language. French: conversational writing & speaking; excellent comprehension.

Other Interests

Co-host of TunaCupcake.com, a food blog with a focus on strange food and dining experiences.

Helping Atmosphere Industries (<http://www.atmosphereindustries.com>) establish their mixed-media gaming business, providing marketing and learning experience design expertise.