

Kayla S. Dunigan

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Seventeen years' corporate experience in the EdTech industry, whose specialties include Product Management, Agile Practices, SCRUM, Data Visualization and Reporting.

CORPORATE PROFESSIONAL EXPERIENCE

Self-Employed/Freelance, Remote

June 2019-Current

Consult with companies, publishing houses and individual authors worldwide to promote authentic and non-stereotypical representations of marginalized communities in media and film.

<https://www.BlackSensitivityReader.com/>

IO Education/Illuminate Education, Remote

May 2016-June 2019

Illuminate Education partners with educators to reach new levels of student performance, empowering teachers with data to serve the whole child. IO Education was acquired by Illuminate Education in 2018.

<https://www.illuminateed.com/>

Product Manager

- Supported the Senior Product Manager in the development, strategy, and delivery of Illuminate Education and IO Education roadmap, product releases and enhancements.
- Created and managed bi-weekly Jira sprints and backlog for the product and reporting team in adherence to Agile principles and Scrum methodology.
- Ran sprint grooming and planning sessions and daily stand-ups with Senior Product Manager to prioritize work for the team and make sure all Jira tickets are populated with relevant information for delivery and work tracking.
- Maintained WEPs and wrote project requirements and user stories for product deliverables.
- Represented the "voice of the user" by gathering customer feedback through focus groups to ensure the company is constantly delivering features, tools, and enhancements that benefit the customer.
- Worked and communicated across internal teams to manage backlog and create and deliver exceptional products and a pleasant user experience.
- Briefed and trained the sales force on product features and updates.
- Worked with Marketing and Sales to develop the core positioning and messaging for all IO Education products.
- QA'd all products before release (IO).
- Created how-to guides for all products and services (IO).

Data Visualist:

- Created PowerBI data visualizations from IO Education user data, providing partners with actionable, easy-to-read reports that help focus instruction and improve student achievement.
- Created report user guides for internal and external partners.

Discovery Education, Nashville, Tennessee**May 2004-May 2016**

Discovery Education accelerates school districts' digital transition through comprehensive standards-based content, professional development, formative assessment, and community engagement proven to positively impact student achievement. www.discoveryeducation.com

Project Specialist-Learning Analytics, 2014-2016

Fulfilled requests for usage data and created visuals for partner presentations. Created templates and infographics for research reports.

- Created Tableau visuals and dashboards from Discovery Education user data, providing the sales team and key executives with actionable insight into partner behavior and helping identify potential revenue opportunities through the data.
- Supported the Research and Evaluation team by extracting data for analysis, designing and formatting Executive Summaries and Technical Reports, and creating infographics of Executive Summaries that provide a quick, engaging summary of results.

Marketing Specialist, 2006-2014

Coordinated marketing for Discovery Education's Assessment product.

- Supported various marketing initiatives through creation of one-pagers, mass emails, usage reports, managing the Discovery Education Assessment presence at trade shows, and reinforcing the Discovery Education BrandBook guidelines across all collateral.
- Monitored Onvia.com subscription to identify relevant Request for Proposals (RFPs) for company to propose to. Responded to 10-15 RFPs per year by partnering with content contributors and Legal department to submit proposals that are accurate, of high quality, and delivered in a timely manner. Partnered with colleagues to

submit a proposal in 2012 that resulted in a single contract award of \$3 million for Discovery Education Assessment.

- Created annual “Rebook” campaigns to entice customers to pre-order Discovery Education Assessment with leftover funds for the next school year, contributing to a 90% renewal rate company wide.

Account Representative, 2004-2006

Sold Discovery Education assessments to schools and districts across the country.

- Cold-called potential customers to tell them about Discovery Education Assessment and determine whether the company’s products were a match for their needs.
- Used Salesforce.com to manage company accounts, pull reports and targeted lists, send customer emails and deploy marketing campaigns.
- Renewed contracts each year with current partners, contributing to a 90% renewal rate company wide.

University of Alabama, Tuscaloosa, Alabama

August 2000-May 2004

National Alumni Association, Crimson Calling Center

The University of Alabama Alumni Association promotes a spirit of fellowship among the alumni, provides a continuous flow of information on the progress and needs of the University, and encourages united alumni support for its advancement.

<http://alumni.ua.edu/>

Supervisor, 2002-2004

Supervised calling center employees.

- Supervised twenty-five callers nightly, monitoring calls
- Set-up and troubleshooted computer calling stations.
- Created fun and comfortable atmosphere for employees, providing snacks during breaks and creating and coordinating games and competitions designed to increase caller morale and provide incentives for achieving call/donation goals.

Caller, 2000-2002

Requested monetary pledges from University of Alabama alumni by phone.

- Cold-called University of Alabama alumni to request donations to the National Alumni Association.
- Processed donations and maintained nightly call quota.

EDUCATION / TRAINING

Bachelor of Arts, Communications Studies, 2004

University of Alabama, Tuscaloosa, Alabama