

MAURICE A. EVERS

Atlanta, GA
maurice.evers@icloud.com
404-731-7081

EXPERIENCE

Instructional Designer / Instructor, University of Florida; Gainesville, FL — August 2015 - Present

- Create and deliver high-quality instructional content and learning experiences by applying pedagogical principles, learning methodologies and modalities using Canvas LMS for 2 online courses a semester.
- Edit eLearning site configurations applying HTML and CSS standards, HTTP 404, Section 508 compliance, WCAG/2.0 A, and AA standards.
- Consult with faculty to develop course curricula and context-specific assessments for 2 online courses a semester.
- Assist in evaluating online instructional content to verify completeness, correctness, consistency and compliance at the beginning of each semester.
- Support and offer eLearning resources to 10-15 faculty and instructors.
- Analyze eLearning analytics to address student needs and improve learning experiences in online, face-to-face and hybrid environments.
- Design and teach 2 writing courses/semester independently as Instructor of Record for 19 students/class.
- Awarded prestigious University Writing Program teaching fellowship 2019 - 2020. Mentored and evaluated the performance of 4 incoming graduate teaching assistants.

Content Tutor / Mentor, University Athletic Association; Gainesville, FL — May 2015 - Present

- Tutor 3-4 student-athletes in writing-intensive courses. Manage the Writing Lab twice weekly which sees 5-10 student-athlete walk-ins.
- Perform multiple rounds of editing: developmental, evaluation, content, line, structural, stylistic, copyediting, proofreading, and provide written feedback.
- Helped guide student-athletes to above a 3.0 GPA and SEC academic honor roll.
- Mentor and evaluate the performance of 3 incoming tutors a semester.

Administrative & Communications Assistant, University of Florida Transportation Institute (UFTI); Gainesville, FL — June 2015 - August 2015

- Copyedited the 24-page 2014-2015 UF Transportation Institute Annual Report using Adobe InDesign.
- Interviewed SMEs, faculty and department alumni and wrote clear, concise, technically accurate features and short newsletter emails in Constant Contact.
- Organized and managed UFTI's website, digital asset library system and mail list.

Content Strategist, Network Communications, Inc.; Norcross, GA — January 2012 - March 2015

- Supervised a 3-member digital media content team in developing and implementing ongoing content initiatives.
- Collaborated with multiple stakeholders on the production, implementation and maintenance of regular content calendars in Google Docs and Microsoft SharePoint.
- Wrote and distributed web and social media content; internal and external communications; contributed to and delivered business updates, talking points, and corporate slide decks while adhering to corporate brand guidelines, voice and copy standards as needed.

- Delivered critical feedback and support to implementation teams to improve the design and user experience, test for usability, accessibility, and universal design of custom dashboards during bi-weekly and monthly meetings.
- Measured and analyzed key data sources to define and segment audiences, find key audience and media channel insights e.g., research (Simmons) and client data sets, Google Analytics data.
- Recommended solutions to clients in support of marketing communications objectives for content optimization to increase organic traffic and engagement on monthly calls.

Digital Content Manager, Network Communications, Inc.; Norcross, GA — June 2010 - December 2011

- Maintained content calendars in Google Docs and Microsoft SharePoint.
- Distributed digital content in a deadline-sensitive environment, e.g., 300+ social media posts/monthly using Hootsuite and Sprout Social; 200+ pieces of short-form content/monthly using WordPress.
- Assisted accounts team with gathering and analyzing data related to content performance through social listening, social monitoring, social analytics reporting, content audits. Performed content maintenance as needed.
- Supported internal design and implementation teams to improve user satisfaction, user experience, usability, accessibility and universal design of custom dashboards, and maintained account websites and blogs. Escalated systemic issues to the appropriate parties as necessary.
- Promoted to content strategist.

Media Relations Intern, Centers for Disease Control and Prevention; Atlanta, GA — May 2010 - September 2010

- Collaborated with internal teams to prepare general public education materials for publication online, e.g., fact sheets, infographics, formatted articles, newsletters and informational brochures; slide sets and interview transcripts.
- Researched, analyzed and synthesized technical information to produce formatted, error-free, concise, clear written manuscripts.
- Screened press-briefing transcripts editing in at least 5 passes: plain language editing, structural editing, stylistic editing, copyediting and proofreading according to appropriate research documentation/editorial styles.
- Archived digital media assets. Managed press kits, permissions and media asset requests.
- Responded to information requests from news media, specialized and general publics on the organization's programs.

EDUCATION

University of Florida, Gainesville, FL — Master's in English, December 2015

Georgia State University, Atlanta, GA — Bachelor's in Journalism, December 2012