

# ASHLEIGH CARTER

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## PROFESSIONAL SUMMARY

Dynamic and innovative educator with over 10 years of experience in teaching, communication, and digital media. Skilled in student engagement, curriculum development, instructional technology, and leadership. Demonstrated success in designing learner-centered environments that foster creativity, critical thinking, and academic achievement. Passionate about integrating faith, service, and scholarship to develop students both intellectually and personally.

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## EDUCATION

Louisiana State University Shreveport | Shreveport, LA

Master of Science, December 2025

Coursework emphasis: Nonprofit Administration

Lamar University | Beaumont, TX

Master of Education, August 2023

Coursework emphasis: Applied Digital Learning

Lamar University | Beaumont, TX

Bachelor of Science, December 2020

Major: Corporate Communication

San Jacinto College | Pasadena, TX

Associate of Arts, December 2018

Major: Communication

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## RELATED COURSES & PROJECTS

Instructional Design & Curriculum Development

Fall 2022

Lamar University

Completed a graduate-level course focused on the principles and practices of instructional design, with a strong emphasis on the Understanding by Design (UbD) framework. Gained proficiency in backwards planning by identifying desired learning outcomes, developing performance-based assessments, and aligning instructional strategies to meet diverse learner needs. Designed and presented comprehensive instructional units demonstrating mastery in curriculum mapping, digital integration, and differentiated instruction. Developed a deep understanding of learner-centered design, measurable objectives, and formative assessment practices to drive meaningful student outcomes.

To view samples of my instructional design work and UbD planning templates, please visit my ePortfolio:

<https://abcarter50.wixsite.com/mscartercreates/copy-of-pl-outline>

Completed a graduate-level course exploring the evolving science and foundation of teaching and learning in the 21st century. Emphasized innovation, creativity, and student agency through experiential learning, play, and choice. Developed instructional practices that foster curiosity and engagement while integrating flexible, student-centered environments. Strengthened understanding of how culture, technology, and collaboration intersect to create meaningful learning experiences beyond traditional methods. Applied research-based strategies to design learning experiences that empower students to take ownership of their education.

To explore my reflections and projects from this course, please visit my ePortfolio:  
<https://abcarter50.wixsite.com/mscartercreates/general-7>

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## TEACHING & EDUCATIONAL CONSULTING EXPERIENCE

**Graphic Design & Digital Communication Educator**  
Galena Park ISD | Houston, TX

**2021 – present**

- Teach project-based Graphic Design and Digital Communication courses at a Title I middle school, serving approximately 125 students annually from diverse and economically disadvantaged backgrounds.
- Designed and implemented a rigorous, industry-aligned curriculum integrating Canva, Adobe Express, Photoshop, and video production tools, resulting in a 95% student mastery rate on end-of-unit assessments over the past two years.
- Launched an e-portfolio initiative for all my students to document technical and soft skills growth throughout the school year, with plans to expand the project campus- and district-wide.
- Created the “Professors of Practice” initiative, inviting local industry professionals to lead hands-on lessons and Q&A sessions, connecting students to real-world careers in graphic design and media.
- Led a student-driven holiday outreach initiative that produced over 200 care packages and original cards for senior citizens in the local community.
- Serve as CTE Department Chair, coordinating collaboration among five pathway teachers and leading curriculum alignment, instructional planning, and resource sharing.
- Mentor and support new educators through a structured two-year mentorship program, offering guidance in classroom management, technology use, and instructional strategies.
- Created and launched a self-paced New Teacher Training course, helping over 10 new staff members acclimate to core district platforms such as Google Workspace, SchoolStatus,

Skyward, Magic School AI, and Canva.

- Selected for FLIGHT, a leadership development program for aspiring administrators, engaging in advanced leadership training, coaching, and campus improvement projects.
- Served on the Campus Planning and Advisory Committee (CPAC) for three years, contributing to decisions around budgeting, campus goals, and staff development priorities.
- Honored with the 2024 Houston Texans/Chevron Teacher Award and awarded a \$1,000 grant to expand classroom technology and support student learning in digital design.

### **Digital Strategist & Consultant**

**2019 – 2024**

Function Consulting | Houston, TX

- Supported a diverse portfolio of clients — including nonprofits, educational institutions, therapists, and public speakers — by conducting communications audits and developing tailored strategies to increase brand visibility, followership, engagement, and content performance across digital platforms.
- Served as a communications manager for high-volume clients, overseeing daily operations such as media relations, content creation, internal communications, and external messaging to maintain brand consistency and community engagement.
- Designed and implemented Standard Operating Procedures (SOPs), flowcharts, and onboarding guides that improved client workflow efficiency and reduced project turnaround times.
- Developed comprehensive social media strategies aligned with client goals, resulting in a measurable increase in follower growth, post engagement, and website conversions within the first 90 days of implementation.
- Collaborated directly with clients to streamline task management systems and content calendars, improving clarity, team collaboration, and overall productivity. Provided training and support on digital tools, content planning, and communications best practices to help clients confidently manage their media and outreach efforts long-term.

### **District Communication Specialist**

**2016 – 2019**

Rhodes School for Performing Arts | Houston, TX

- Developed and executed strategic communication plans for a fine arts-focused public charter school serving students in grades Pre-K through 8 across multiple Houston-area campuses to increase family engagement and community awareness.
- Produced multimedia content, press releases, newsletters, and digital campaigns to highlight student performances, school milestones, and academic success, helping to boost enrollment inquiries by 30% over two academic years.
- Created standard operating procedures (SOPs) for internal communication workflows, reducing response times for campus requests and streamlining newsletter production across departments by 35%.

- Managed the school's social media presence across Facebook, Instagram, and Twitter, increasing community engagement by 50% through targeted storytelling, performance highlights, and student-centered content.
- Collaborated with the development office to support fundraising campaigns and manage communications for signature events, contributing to a 25% increase in event sponsorships and expanded donor engagement by creating branded outreach materials and impact reports.
- Led design and content development for promotional materials, including flyers, banners, parent guides, and program brochures to support campus initiatives and student recruitment efforts.

### Academic Interventionist

2014 – 2016

Trinity Charter Schools | Katy, TX

- Served as the primary academic point of contact for newly enrolled students residing in residential treatment facilities, many of whom had experienced trauma, housing instability, or prolonged educational disruption.
- Conducted academic intakes for all new students, retrieving and analyzing prior records via TREX and direct contact with previous schools to reconstruct accurate transcripts and educational histories.
- Developed individualized academic plans to address gaps in student learning and support re-engagement with grade-level standards, contributing to successful credit recovery and smoother transitions back to traditional school settings.
- Participated in ARD and multidisciplinary planning meetings alongside therapists, caseworkers, and education personnel to align academic goals with therapeutic and behavioral support plans.
- Maintained all students' complete and up-to-date academic and immunization records, ensuring compliance with district, state, and federal education guidelines.
- Acted as a liaison between the school and external stakeholders, including DFPS caseworkers, guardians, and educational surrogates, facilitating regular communication and documentation to support each student's academic progress.

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### CERTIFICATIONS, SKILLS, HONORS, & AFFILIATIONS

*Certifications:* Google Educator Level Two, 2024  
Adobe Creative Educator Level One, 2023  
Apple Teacher Certified, 2022

*Software:* Google Suite, Microsoft Office, Adobe Creative Suite, LMS platforms, and Wix

*Honors:* 2024-2025 Teacher of the Year Nominee  
Kappa Delta Pi Honor Society

*Affiliations:*

Texas Computer Education Association  
National Society of Leadership and Success