

Desiree Mulkey

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SUMMARY

Experienced writer with a background in radiology, public education, and veterinary medicine. Skilled in crafting and editing content across various formats—articles, blogs, email campaigns, product descriptions, landing pages, essays, SOPs, and training guides. Great at diving into research and designing engaging narratives and presentations that make complex topics easy to grasp for any audience. Knowledgeable in Google, HubSpot, MailChimp, WordPress, and data management systems. Recognized for creating eye-catching Canva designs and delivering impactful public presentations.

EXPERIENCE

English Teacher

Illinois School District U-46

July 2023 - Present, Streamwood, IL

- Designed and implemented the "Creative Writing for Digital Media" course.
- Created and presented engaging lessons catering to a diverse audience, resulting in a 98% success rate.
- Tracked and analyzed data for 135 students, driving informed strategies and significantly improving outcomes.
- Collaborated with the Marketing and Business departments to integrate career-oriented skills, enhancing curriculum relevance and student employability.
- Led English Language Arts classes with diverse learners, including IEPs and 504 plans, developing skills in tailored communication and adaptive content to educate and engage diverse audiences.

English Teacher

St. Pius X Catholic School

July 2021 - June 2023, Lombard, IL

- Designed and implemented curriculum aligned with Common Core standards, demonstrating expertise in content creation, project management, and regulatory compliance.
- Enhanced writing skills (research, editing, story workshop, writing for new media), achieving a 33% improvement in proficiency, showcasing expertise in content creation and effective communication.
- Increased standardized test scores by 2-3 grade levels within one academic year, utilizing data-informed teaching and curriculum strategies.

Building Substitute Teacher

Bartlett High School

April 2021 - July 2021, Bartlett, IL

- Developed and executed lesson plans, ensuring student engagement.
- Collaborated with staff to maintain a positive and safe environment.
- Managed records for 150+ students daily, including attendance and performance data.
- Utilized MS Office, Google Workspace, Frontline, Canvas, and Zoom.

Writing Specialist

Chicago Telerad

July 2018 - March 2021, Barrington, IL

- Created macros in PowerScribe and managed workflows to expedite medical reporting, generating over 1,000 pages of reports monthly.
- Developed SOPs and trained radiology transcriptionists to ensure accurate and HIPAA-compliant reports.
- Leveraged technical writing skills to create templates for radiologists, increasing efficiency while maintaining accuracy and voice.
- Utilized PACS, EHR, and CRM systems to manage and streamline medical data and reporting.

Freelance Writer

Independent Contractor

June 2010 - September 2018, Chicago, IL

- Created content for websites like Baroque Lifestyle and Pet Insider.
- Specialized in helping small, local businesses grow their social media presence, engage their customers, and strengthen their procedures by crafting emails, flyers, social media content, SOPs, and training manuals.
- Developed product descriptions for Best Buy and Amazon, and optimized landing pages for Caring.
- Proficient in creating websites and content in CMS (WordPress) and related plugins.

Manager/Marketing

YPW

June 2016 - July 2018, Chicago, IL

- Led a team of 15, ensuring efficient workflow and high standards of customer service.
- Crafted engaging social media content for the pet care and veterinary industry.
- Developed SOPs, customer emails, and social media content, while optimizing CRM systems.
- Maintained accurate records for over 200 clients.
- Enhanced client education through compelling product and service content.
- Implemented SOPs to boost efficiency and safety, resulting in a 50% improvement in workplace safety.

Sales and Marketing Assistant

The Music Zone

June 2010 - September 2014, McHenry, IL

- Delivered personalized and group guitar lessons.
 - Developed advertising, signage, and local marketing campaigns.
 - Organized and led community events and workshops.
 - Managed inventory, handled ordering, and performed repairs.
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EDUCATION

M.A. in Education

Dominican University · River Forest, IL · April 2021 to May 2023

B.A. in Creative Writing

Columbia College · Chicago, IL · September 2006 to May 2010

CERTIFICATIONS

ISBE Professional Educator's License (PEL)

Secondary Education - English

Google Digital Marketing & E-Commerce Certification

July 2024 to Present

- Completed comprehensive training in digital marketing strategies and e-commerce best practices. The certification covered key areas including search engine optimization (SEO), data analysis, social media marketing, content marketing, email campaigns, and online advertising. Gained practical skills in using Google Ads and Google Analytics, understanding consumer behavior, and implementing effective e-commerce strategies to drive online sales and engagement.
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SKILLS

Writing, Editing, Proofreading, Content Creation, Social Media Management, Articles, Blogging, Search Engine Optimization (SEO)

Google Workspace, Microsoft Office, Wordpress (CMS), Canva, CRM, EHR, PACS, Zoom, Canvas, Calendly

Training, Coaching, Conflict Resolution, Presentations

Education, Curriculum Development, Content Customization for Learners, Pedagogical Strategy, Assessment Development, Digital Learning Resources