

JOANNIE L. COLLENS

jcollens@aol.com

TEACHING EXPERIENCE

- Founder & President, Performance Learning Services, LLC** 2005 to Present
- Private tutoring service for high school students. Successfully providing skill building for standardized testing, reading comprehension, writing, organization and study methods.
- Tutor, One-to-One Learning Center** 2004
- *No Child Left Behind* Program: worked with a diverse group of middle school students to improve reading comprehension, writing and study skills.
- Student Teacher, Lincoln Junior High School, Skokie, IL** January to March 2004
- Developed, planned and implemented engaging lessons that offered language arts students opportunities to use creativity and higher-order thinking skills.
- Substitute Teacher, SCHOOL DISTRICTS 219, 69, 72, 73½ and 74** 2002 to 2004

ADDITIONAL PROFESSIONAL BACKGROUND

Accomplished and extensive career in the conceptualization, development and execution of successful marketing strategies for industry-leading organizations.

- Marketing Consultant** 2000 to 2005
- Provided comprehensive array of marketing services for entrepreneurial ventures.
 - Assesses feasibility of potential partnerships.
 - Contributed to several community board positions.
- Vice President, Marketing, LEGACY.COM** 1999 to 2000
- Responsibility for all marketing for innovative Internet start-up company.
- Independent Marketing Consultant** 1998 to 1999
- Served as the driving force in building a new funding and identity program for a non-profit organization.
- Account Director, IMPACT COMMUNICATIONS GROUP** 1997 to 1998
- Led growth and management of accounts via superior program planning and execution.
 - Principal clients included Encyclopedia Britannica and Kraft Foods, Inc.
- Director of Retail Marketing, CHICAGO BOARD OPTIONS EXCHANGE** 1993 to 1997
- Planned, initiated, and directed consumer and business-to-business marketing programs.
 - Responsibility for strategic planning and program execution.
 - Successfully piloted new product launches including advertising copy, ad placement, and direct marketing.
- Marketing Manager, THE NUTRASWEET COMPANY** 1987 to 1993
- Developed and managed marketing strategies to introduce consumer products, including analysis of growth opportunities and coordination of external and internal resources.
 - Developed value-added advertising and promotional programs.
- Entry Level Marketing Sales/New Business Development** 1977 to 1987
- ALBERTO CULVER, RAYTHEON CORPORATION, COMPUTER SCIENCES CORPORATION AND IBM

EDUCATION

M.A.T in Secondary Education , NATIONAL-LOUIS UNIVERSITY, Evanston, IL	Summer 2004
English Certification	Spring 2004
Endorsements in Middle School, Journalism, Psychology , Sociology, and Economics	
M.B.A. in Marketing , LOYOLA UNIVERSITY GRADUATE SCHOOL OF BUSINESS, Chicago, IL	1984
B.A. in Journalism , NORTHWESTERN UNIVERSITY MEDILL SCHOOL OF JOURNALISM, Evanston, IL	1977
Psychology Studies , HARVARD UNIVERSITY, Cambridge, MA	1975

CIVIC AND PROFESSIONAL INVOLVEMENT

The National Council of Teachers of English (NCTE)
Lincolnwood Public Library District Trustee, Officer and Committee Chairperson 2001 - 2005
School District 219: Referendum Committee 2003/04
Niles West High School PTSO Board 2001-2003