

M.H.T



(515)779-7748



Marcelahermosillotarin@gmail.com



2406 E. Luster Ln
Des Moines, IA 50320

Skills

Communication

Project management

Presentation/facilitation

Data analysis

Problem solving

Tech savvy

Innovative thinking

Business acumen

Empathy

Change management

Organization

Education

Masters in Behavioral
Science (Counseling)
Drake University
2017

Bachelors in Business
Administration
Kaplan University
2007

Marcela Hermosillo-Tarin

Profile

10+ years of experience helping diverse organizations achieve their strategic goals through the development of high quality learning programs, expansion of training curricula, and implementation of new initiatives that promote and support personal and professional development. The motto of ***“Successful people are always looking for opportunities to help others. Unsuccessful people are always asking, ‘What’s in it for me?’ is a motto that has allowed me to **advocate, partner and create cultures in which personal and professional growth is valued.*****

Professional Experience

Education Consultant- Adult Education and Literacy

State of Iowa- Iowa Department of Education October 2015-Present

In my present role at the Iowa Department of Education, I am responsible for the design, development, pilot and implementation of learning programs that support the success of the Iowa Department of Education, Division of Community Colleges and Adult Education programs. I support the personal and professional development of 500+ educators across Iowa’s 99 counties. The following **innovative solutions and coalitions** have been implemented to support the identified strategies and meet federal requirements:

- Transitioned 15 business units to an online learning and development platform, designed to **evaluate professional development effectiveness, individual performance management and state compliance**. Utilized Kirkpatrick levels of training evaluation with the execution of **this project**.
- Continually increase the number of **online courses/modules** to support the needs of 500+ staff members across Iowa’s 99 counties. Modules address **technical and soft skills**.
- Manage an **average of six vendors** per program year, with contracts ranging from \$1,000 to \$50,000.
- **Consulted with management and team members** to address the adult education director’s annual turnover rate of 20 percent. As a result, a blended model approach to training new directors was launched in October 2017.
- **Developed the first adult** education and virtual conference to increase support for digital learning environments and **technology implementation** in the classroom. The conference received recognition from the U.S. Department of Education And have more than 200 registrants.
- **Collaborated** with eight other leaders to develop the **competency framework** of teacher **effectiveness**. The document “Instructor Standards” was released and is used to **analyze instruction**.
- Adopted **professional development policies**, including the requirements of submitting an annual **professional development plan** and attending **12 hours of professional development training** Annually.

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Technology Skills

Microsoft office(Word, Excel and Powerpoint)
Google suite
GoToMeeting
Skype
Moodle
Zoom

Additional Training

Leaders in a New Century
Iowa State University
Class of 2017

Greater Des Moines
Leadership Institute
Class of 2016

FBI Citizens Academy
Class of 2015

Experience Continued

Program Planner II/Training Specialist

State of Iowa- Iowa College Student Aid Commission, September 2008- July 2014 & March 2015-October 2015 (I was laid off July 1st, 2014, I was recruited back in March 2016- I worked at DMACC from August 2015 to March 2016)

Supported over 100+ high schools and middle schools implementing a state mandate for career planning. Created learning experiences to help **facilitate learning most effectively** amongst counselors on the topics related to but not limited to career development, incorporating **soft skills into curriculum and recruiting and retaining diverse populations**. **Designed curriculum to meet the learning objectives** of the counselors and students. Engaged counselors through **online and in person trainings**. As a result of the design and strategy, the following projects and tasks were achieved:

- **Cultivated loyalty and trust** through the development of a **monthly newsletter** and email blasts highlighting best practices for **career planning**.
- **Developed the strategy** and the theory for the initiation of the video series "Education Empowers". Counselors, educators and state officials use the videos to **motivate** students and educate others on the barriers perceived by diverse clients.
- **Presented** at the Iowa Culture and Language Conference, Across the Lifespan conference, Latino/a Education Conference, Opportunity Nation and TRiO State conference.
- **Developed online video** tutorials, FAQ's and training guides for educators to use when working with students.
- **Identified curriculum and developed training initiatives** that incorporate blended learning methods.
- **Provided data on multicultural markets** in Iowa to **drive the development** of culturally relevant **instruction**.
- **Initiated** a 12-member advisory committee responsible for the improvements of learning curriculum used by staff.
- Delivered a **keynote address** on "**Resiliency and Power of Education**" to more than 150 students and professionals at Central College.

TRiO Academic Advisor, Adjunct Faculty

DMACC , August 2014- March 2015

TRiO is a federal outreach and student services program in the United States designed to identify and provide services for individuals from disadvantaged backgrounds. Responsible for the recruitment and retention of 200 students. As **adjunct faculty**, I taught a class in which I **facilitated conversations around becoming actively involved** in college life, acted as a pillar of support, **encouraged appreciation** of cultural diversity, and **provided insight** into how to **assure success** at college. I was nominated to participate in an organization wide planning committee focused on **recruitment and retention** of students. During the tenure at DMACC the following accomplishments were completed:

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Community Involvement

Grandview University President
Advisory Committee
(member)
August 2017-present

Iowa Minority Unemployment
Committee
(member)
October 2016-present

Latino(a) soccer league
(member)
January 2014-present

Al Exito
(Former program chair of the
curriculum committee and board
member)
July 2012-July 2014

Drake University
Iowa Rehabilitation Student
Chapter (former president)
December 2014-December 2016

Latina Leadership Initiative of
Greater Des Moines
(former board member)
December 2013-December 2015

L.U.N.A
(former board member)
July 2008- July 2012

Experience Continued

- Developed an understanding of the **cognitive and non cognitive barriers** undocumented students encounter and **executed a strategy** that reduced financial and cultural barriers.
- **Designed and piloted a Latino family night** that focused on providing information to families on enrolling and accessing higher education. The purpose of the family night was to support DMACC's **strategy to increase diverse enrollment** and build strong relationships. As part of the design, four successful students were recruited to participate in a student panel to **share their story** with other families. The family night **was a success** and **led to African Family Night and Asian Pacific Islander night**.
- **Facilitated** a five month class designed for first year college students. **Coached 15+ students regarding their career development** through personal and professional awareness of strengths and areas of opportunities.

Service Manager, Regional Training Consultant and Bilingual Personal Banker

Wells Fargo, September 2003-August 2008

As a Service Manager, responsibilities entailed **coaching a team of six members**. I led performance reviews and provided coaching to help my team members achieve their professional goals. As a Regional Training Consultant, my responsibilities **included facilitating new retail employee trainings in Iowa and Nebraska**. The trainings consisted of sales and service skills, diversity awareness and systems training. During my tenure at Wells Fargo I accomplished the following:

- **Earned a certification** to train tellers and bankers on sales and service skills and working together to create an inclusive environment.
- Implemented a coaching and feedback culture which allowed members to feel supported and valued. The ability to **identify their strengths and weaknesses**, and offering **feedback** and advice to improve reduced turnover and increase engagement.
- Recognized as a Star Banker in less than 12 months as a banker.
- Led a teller team to consistently achieve excellent customer service results.
- **Onboarded an average of 18 new members per month**. The process entailed **company orientation, sales and service, working together to create an inclusive environment diversity and functional systems training**.
- Partnered with management and other L & D consultants to **develop learning interventions** for positions with high turnover.

"If you get the culture right, most of the other stuff will just take care of itself."-Tony Hsieh, CEO of Zappos.com

"The most effective way to cope with change is to help create it."- author unknown