

TASHA LU (THEY/THEM)

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Candice Lee

Vice President, Community Engagement

ClassLink

45 E Madison Ave, Clifton, NJ, 07011

May 17, 2018

RE: Director of Engagement - North East

Dear Candice Lee,

The education industry is undergoing some rapid and interesting changes. According to research, 79% of training educators have expressed that offering alternatives to traditional classroom teaching plays a vital success in teaching and learning development. My proven track record for teaching, adult learning and community engagement combined with my passion for technology is what I offer to the position of Director of Engagement - North East. The attached resume provides the details of my career and demonstrates my ability and drive to pursue our mutual interests.

Known for having over 10 years of work experience in higher education teaching, adult learning and development, I have obtained experience and expertise in:

- **Teaching and Inspiring Excellence:** I fundamentally re-designed the lecture content for 5 intermediate-level Psychology courses offered at UBC by incorporating rich **multi-media content** and adopting a wide range of **innovative tools** and **technology** to enhance the learning experience of the students in my classroom. I received verbal recognition from my department chair for my solid abilities in explaining complex concepts and theories in an **easy-to-understand** and **engaging** manner. I was nominated for the **“The Most Innovative Teaching Award”** two times in a row by my undergraduate students across 5 sections.
- **Building Relationship:** As the Head Teaching Assistant in my department, I was responsible for hiring, training and mentoring a team of 6 undergraduate teaching assistants. I established a collaborative and inspirational team morale by facilitating 10 weekly group discussions, organizing 3 social events and 2 wellness workshops to foster a **strong sense of community** and **personal engagement mindsets**.
- **Generating Results:** I was elected and served as the Graduate Student Representative in the Ph.D Student Association on campus for two consecutive years by showcasing my outstanding presentation, negotiation and leadership skills. I utilized my **relationship building** and **diplomatic interpersonal skills** to drive bottom-line results by securing 15 new sponsorships which resulted in **revenue generation** of over \$20,000 for the Association. I revamped the registration landing page on our website by **designing** and **implementing** a new digital marketing strategy which resulted in an **increase in enrollment** and participation by 200%.

Results-driven, perseverant, and highly approachable, I am simulated by the continuous development of technology and innovation in the education sector. Education institutions are no longer “ivory towers” that are untouchable from the external forces and emerging trends. They too themselves need to learn and adapt to the constantly changing landscape of the industry. I am driven and inspired to be that bridge of collaboration between ClassLink and the education community to create successful outcomes and long-term engagements. I look forward to arranging a meeting at your convenience to further discuss my skills and qualifications. I can be best reached at 778.548.6719 or tstudentt@psychology.ubc.ca.

Thank you very much for your time and consideration. I will be looking forward to the next step.

Sincerely,
Tasha Lu