

Krystal Roberts

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Curriculum Vitae

Dedicated and passionate instructor with TEFL certification and intense focus on building a career in higher education. Professional background and training as learner-based educator and writer with expertise to teach post-secondary and adult students from diverse backgrounds and at varying competency levels. Proficiencies include preparing curricula, course materials, and assessments, delivering engaging lectures and presentations, and collaborating with students and staff to support individual learning needs. 13 years of complementary professional experience as a published writer, researcher, and administrator in the corporate and publishing sectors.

Education and Credentials

TEFL Certification – International TEFL Academy, Chicago, IL (2014)

Master of Fine Arts, Writing – Savannah College of Art and Design, Savannah, GA (2012)

Thesis: Lauryn Hill “Again” Unplugged: Response and Remedy to Hip-Hop’s Call

Bachelor of Science in Business Administration – Florida A&M University, Tallahassee, FL (2004)

Teaching Experience

WINGATE UNIVERSITY, Wingate, NC

English Instructor, Current

Currently teach two sections of University Writing and Research (ENG 110) with emphasis on teaching expository essay writing, academic research, and discursive prose. Facilitating lessons and discussions focused on diverse texts related to popular culture to promote strong analytical and critical thinking skills.

- Significantly strengthens student’s ability to analyze diverse course texts and perform close readings, skills necessary for critical thinking.
- Demonstrate ability to place students in a position to develop their own well-reasoned essays.

CAREER RECRUITMENT AND INSTRUCTION IN BASIC ENGLISH REFUGEE PROGRAM, Tampa, FL

ESL Instructor, 2014

Taught pre-intermediate and intermediate English-language courses for groups of 10-15 students from diverse backgrounds and with varying proficiency levels. Created original lesson plans that supported program lessons provided by the organization, focused on language acquisition, reading comprehension, and verbal communication. Planned and orchestrated small-group activities and tutoring sessions.

- Significantly strengthened student speaking, writing, reading, and listening skills to prepare them for employment and ease their transition into an unfamiliar culture.

SAVANNAH COLLEGE OF ART AND DESIGN, Savannah, GA, 2010

Poetry Instructor

Conceptualized, developed, and taught poetry-writing course to high-school students at the Ivy Hall Summer Young Writers Workshop. Managed all aspects of curriculum development. Designed and led exercises that

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exposed students to writing concepts and provided practical experience. Facilitated discussions and responded to student questions.

Graduate Teaching Intern

Taught Freshman English Composition course, overseeing all facets of curriculum planning, syllabus preparation, assessments, and grading. Delivered lectures on a range of writing topics. Led group discussions, and met with students individually to discuss course materials, respond to questions, and provide support to improve writing skills. Developed visual presentations, and group and individual exercises.

Graduate Advisor/Writing & Performance Instructor

Served as advisor and mentor for students to support academic goals. Additionally, advised college poetry team, and planned all performance and special events. Led writing and performance workshops in preparation for competition. Ensured student compliance with college by-laws.

Writing Experience

AIM ONE MARKETING, Charlotte, NC

Copy Writer & Researcher, 2016 to 2017

Responsible for writing/editing online content including blog posts, articles, e-Books, and white papers in support of marketing campaigns for clients. Undertook market and competitive keyword research for use in client projects. Collaborated closely with clients and internal staff to acquire and provide needed data for case studies.

- Wrote popular blog series that significantly increased product awareness and was chosen for distribution by industry-leading global online business community.
- Increased client site click-through-rate by 36% by writing/publishing an e-Book on customer-service improvements.

ARIEL PUBLICITY & CYBER PR, Brooklyn, NY

Digital PR Coordinator, 2011

Collaborated with Director of New Media Relations and PR team to develop and implement marketing and social-media strategies and campaigns. Wrote press releases, pitches, and newsletter articles. Developed strong relationships with online influencers and content writers.

- Expanded client visibility and exposure through concentrated social-media efforts.

ATLANTA INTOWN PAPER, Atlanta, GA

Contributing Writer, 2011

Undertook research and produced news stories on topics supporting the paper's topical focus areas including arts, culture, and local news.

- Co-wrote, edited, filmed, and co-starred in online web series in support of company media campaign.

GEORGIA PUBLIC BROADCASTING, Atlanta, GA

News Radio Reporter, 2011

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Researched, wrote, and edited news stories on a range of topics for daily web and radio broadcasts. Interviewed state lawmakers and attended political committee meetings and press conferences.

Complementary Professional Experience

AIMPOINT PENSION, Hollywood, FL

401K Plan Administrator, 2015 to 2016

Oversaw recordkeeping functions related to eligibility, vesting, contribution calculations, plan terminations, form filings, and regulatory compliance. Collaborated with clients and staff at investment institutions to manage sizeable book of business. Developed and implemented new retirement plans.

RAYMOND JAMES & ASSOCIATES, St. Petersburg, FL

Retirement Plan Specialist II, 2013 to 2015

Responsible for generating and reviewing plan documents for retirement plan accounts. Established accounts and wrote plan descriptions and amendments. Liaised with Financial Advisors and internal staff across departments to ensure regulatory compliance and resolve escalated client issues. Ensured compliance with tax and licensing regulations.

INFOSYS MCCAMISH SYSTEMS, Atlanta, GA

Retirement Plan Specialist, 2007 to 2010

Responsible for building business case and gaining approval for project that standardized department operating procedures, increased efficiency, and significantly reduced errors. Oversaw all benefit-plan administration. Collaborated with clients, plan sponsors, and internal staff to provide accurate deliverables, build business cases, and build strong relationships.

HEWITT ASSOCIATES/AON, Atlanta, GA

Benefits Analyst, 2005 to 2007

Delivered virtual training on company systems, processes, and best practices for 25 remote international employees. Oversaw plan research, data-file processing, job scheduling, payroll, and pension-management processes. Ensured compliance with all applicable regulations and policies.

Publications

Books:

1. Krystal Roberts. "Look At Me." 2011. Cultural Collusion and Collision: Reflections on Hip-Hop Culture, Values, and Schools. v. 14: 29-30.
2. Krystal Roberts. "Look At Me." 2010. Educational Psychology Reader: The Art and Science of How People Learn. v. 31: 293-94.
3. Krystal Roberts. "Look At Me." 2008. Educational Psychology: An Application of Critical Constructivism. Counterpoints Vol. 329: 53-54.

Online Publications

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1. Roberts, Krystal. Deliver Exceptional Customer Service using Proven CRM Strategies. Cassopolis: Success With CRM Consulting, Inc., 2017. EPUB.
2. Roberts, Krystal. “How Customer Service Reps Use CRM to Provide Better Service.” Web Blog Post. Success With CRM Consulting. Web. 22 Nov. 2016.
3. Roberts, Krystal. “Infor CRM Strategies: To Help Your Customer Service Team to Manage Customer Complaints.” Web Blog Post. Success With CRM Consulting. Web. 21 Dec. 2016.
4. Roberts, Krystal. “Why so Many Businesses Are Orphaned from CRM Vendors.” Web Blog Post. Success With CRM Consulting. Web. 12 Jan. 2017.
5. Roberts, Krystal. “5 Ways to Avoid the Pains of Being Orphaned by Your CRM Vendor.” Web Blog Post. Success With CRM Consulting. Web. 16 Feb. 2017.

Articles and Other Publications:

1. Krystal Roberts. “I Bet You Thought Her Life Was About You (Ms. Lauryn Hill).” 2012. Liberation Magazine #26.
2. Roberts, Krystal. “A Vegetarian Amongst Meat Eaters.” Web Blog Post. Atlanta INtown Paper. Web. 1 July 2011.
3. Roberts, Krystal. “In With the New: Eric Thomas Advocates for More Original Music.” Web Blog Post. Atlanta INtown Paper. Web. 1 July 2011.
4. Roberts, Krystal. “Ga. Unemployment Claims Up.” Web News-Post. GPBNews. Georgia Public Broadcasting. Web. 14 Jan. 2011.
5. Roberts, Krystal. “Bill Filed to Ban Abortions After 20 Weeks.” Web News-Post. GPBNews. Georgia Public Broadcasting. Web. 28 Jan. 2011.
6. Roberts, Krystal. “Teen Pregnancy Falls in Georgia.” Web News-Post. GPBNews. Georgia Public Broadcasting. Web. 4 Feb. 2011.
7. Roberts, Krystal. “Georgia Power Want to Cut 64 Cents from Bills.” Web News-Post. GPBNews. Georgia Public Broadcasting. Web. 2 Mar. 2011.