

KIMBERLY RADFORD

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Experienced High-Quality Work-Based Learning (HQWBL) project manager with 20+ years of teaching and curriculum development experience. Highly skilled in Marketing, Public Relations, Market Research & Strategy, Management, Leadership, Personal Finance & Public Relations. Collegiate Adjunct Faculty member with 21 hours graduate coursework in Marketing.

CAREER EXPERIENCE

FEBRUARY 2022 – PRESENT

WORK-BASED LEARNING SPECIALIST – REGION 6, VIRGINIA DEPARTMENT OF EDUCATION

- Provide vision, leadership, and management of the Commonwealth's High-Quality Work-Based Learning (HQWBL) programs for career and technical education
- Establish a professional network among secondary, post-secondary, business and industry
- Foster innovation through the identification and promotion of promising and proven career and technical education programs, practices, and strategies
- Maintain resources for professional development including guidance documents, presentations and status updates including key metrics for HQWBL opportunities

JANUARY 2022 – PRESENT

ADJUNCT PROFESSOR, PAMPLIN COLLEGE OF BUSINESS, VIRGINIA TECH

- Real Estate Marketing (MKTG 4734)
- Marketing Management (MKTG 3104)

AUGUST 2001 – JANUARY 2022

MARKETING TEACHER/DECA ADVISOR, BLACKSBURG HIGH SCHOOL

- National Board Certified Teacher (NBCT) – Career & Technical Education/Adolescence through Young Adulthood – 2014 - 2022
- Instructor & Curriculum Developer – Entrepreneurship, Marketing, Sports Marketing, DE Sports Management, DE Advanced Marketing, DE Digital & Social Media Marketing, DE Business Management
- Coordinate and supervise 113 students in Work-Based Learning Program
- Advisor to 100+ students in co-curricular marketing organization
- New Teacher Mentor and Mentor Partner with Virginia Tech and Radford University
- 2016 BHS Teacher of the Year; 2-Time SCCFFL National Champion; 12-Time National DECA Gold Certified School-Based Enterprise

AUGUST 2007 – PRESENT

ADJUNCT PROFESSOR, NEW RIVER COMMUNITY COLLEGE

- Principles of Marketing (MKT100) and Business & Marketing Advisory Panelist
- Awarded Curriculum Development Grant – 2019, 2020, 2021

OCTOBER 1997 – AUGUST 2001

LOAN ORIGINATOR & MARKETING SPECIALIST, NATIONAL CITY MORTGAGE

- Analyzed personal situations and made recommendations for residential financing
- Target marketed real estate agents and successfully opened satellite office in Blacksburg
- Platinum Club Member; Generated over \$15 million in loan volume

JANUARY 1989 – OCTOBER 1997

SENIOR VP, MARKETING & PUBLIC RELATIONS, MEMBER ONE FCU

- Executive manager responsible for strategic marketing planning for \$110 million financial institution, including media buys, campaign development and employee training
- Developed corporate business relationships with over 260 partner companies
- Directly supervised four employees and provided direction to eleven branch managers
- Promoted from Research & Development Coordinator position within 10 months

EDUCATION

DECEMBER 1999

MASTER OF SCIENCE IN EDUCATION WITH HONORS, VIRGINIA TECH

- Major – Career & Technical Education
- PRAXIS: Dual Endorsement in Marketing & Business

MAY 1986

B.S. IN COMMERCE WITH DISTINCTION, UNIVERSITY OF VIRGINIA

- Dual Concentration in Marketing & Management

PROFESSIONAL MEMBERSHIPS & SERVICE

- October 2019 – January 2022 – Region 5 Director, VA DECA Board of Trustees
- June 2019 – January 2022 – National DECA Certified Trainer
- November 2013 – January 2022 – Curriculum Development Team Member, Virginia Department of Education
- October 2011 – January 2022 – Vice President, VA DECA Foundation Board of Directors
- August 2002 – Present – Member, Presenter & Secretary – Virginia Association of Marketing Educators

CERTIFICATIONS

- National Board Certified Teacher – EAYA/CTE
- AdWeek – Advanced Technologies
- AdWeek – Monetizing Engagement
- National Retail Foundation – Customer Service & Sales
- National Retail Foundation – Advanced Customer Service & Sales
- National Retail Foundation – Business of Retail
- WISE Personal Financial Literacy