

Tasha Penwell, MISM

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SUMMARY

Highly accomplished and versatile instructional designer and program leader with 6+ years of experience driving operational excellence and innovation in higher education, adult learning, and technology environments. Proven ability to translate strategic vision into scalable systems, streamline execution, and deliver high-touch, impactful learning experiences. Expertise in curriculum development, LMS administration (Canvas, Blackboard), digital marketing, and data-driven program improvement. Passionate about leveraging technology – including AI – to enhance learning and engagement.

KEY SKILLS

- **Program/Product Operations:** Process Design, Workflow Optimization, Project Management, Cross-Functional Collaboration, Stakeholder Management, Data Analysis & Reporting, Curriculum Management, Vendor Management
- **Learning & Development:** Instructional Design, Curriculum Development, Adult Learning Principles, Microlearning, Virtual Facilitation, UDL Principles, Lesson Development
- **Technology Proficiency:** G Suite, Zoom, WordPress, Wix, Canva, Adobe Creative Suite (Photoshop, Illustrator, Captivate, Premiere Pro/Rush), LMS (Canvas, Blackboard), AWS (Amazon Web Services), Google Cloud Platform, AI Tools (Gemma 3, Microsoft Copilot, Amazon Lex), Jira, HubSpot
- **Leadership & Communication:** Strategic Planning, Team Coordination, Presentation Skills, Written & Verbal Communication, Facilitation, Coaching Support, Grant Writing

ENTREPRENEURSHIP EXPERIENCE

Founder and Educator, Bytes and Bits

August 2021 - Present

- Design, develop, and deliver high-impact online and in-person courses for professional development, including 6-week virtual and 2-day immersive experiences.
- Manage client communications, project timelines, and deliverables for multiple education-focused contracts, ensuring on-time and on-budget delivery.
- Coordinate and facilitate webinars and virtual training sessions, handling speaker outreach, scheduling, and technology logistics.

- Leverage AI tools for SEO, content optimization, and chatbot development to enhance audience engagement and support.
- Developed training and materials for Certified Cloud Architect program.
- First place winner in Appalachian Ignite small business development competition.

Founder and Developer, Pretty Nerdy Digital Marketing

March 2020 - Present

- Lead digital marketing strategy and content creation for small-business and non-profit clients.
- Develop and update websites (WordPress, Wix, GoDaddy, Google Sites) with current program information, ensuring accessibility and user-friendly navigation.
- Conduct A/B testing and analyze campaign performance data to optimize engagement and outreach.
- Deliver social media marketing seminars and hands-on workshops to empower clients and internal teams.

ACADEMIC EXPERIENCE

Assistant Professor of Instruction, Ohio University

August 2024 - Present

- Develop and deliver engaging curriculum for undergraduate students in analytics and information systems, utilizing innovative technologies like AWS services and AI applications.
- Collaborate with faculty to enhance program quality and student learning outcomes.
- Co-lead for TechSavvy at Ohio University, fostering student engagement with technology.

AWS Trainer, and Educator

December 2021 - Present

- Deliver and coordinate AWS certification courses and supplemental learning experiences for adult/professional learners.
- Create promotional materials and manage communications for virtual programs and events.
- Launched one of the first AWS academies in Ohio.

Computer Science Program Manager, Hocking College

July 2018 - May 2022

- Led the design, accreditation, and delivery of a new Data Analytics Associate Degree program (HLC approved).
- Coordinated partnerships, managed program communications, and supported instructors and students in virtual and in-person settings.

- Recipient of Ohio First Scholarship

Academic Program Administrator, Ohio University Heritage College of Osteopathic Medicine

March 2016 - May 2018

- Key player in starting undergraduate medical education training program in the largest health system in Southeast Ohio.
- Coordinated needs, requirements, and communication between two large institutions to achieve the combined goal of ensuring medical students received a high-quality education.

EDUCATION AND CERTIFICATIONS

- EdD in Instructional Design and Technology (expected completion May 2026)
- Google Cloud Certified - Cloud Digital Leader (July 2024)
- AWS Solutions Architect Associate (March 2022)
- ACUE Effective Online Teaching Practices Certification
- Master of Information Systems Management
- Bachelor of Science in Information Technology

PROFESSIONAL DEVELOPMENT & AFFILIATIONS

- XRA Education Working Group & XRA Policy Committee (2024-current)
- Scholarship of Teaching and Learning Workshop (Ohio University, 2025)
- Universal Design for Learning Workshop (Ohio University, June 2025)
- Grant Writing Workshop (Summer 2025)
- Volunteer with the LARC Round 10 Strong Workforce Program (SWP) Review Committee.
- Volunteer on State Committee for Computer Science (2022)
- Former AWS Educate Ambassador & AWS Community Builder

PRESENTATIONS & PUBLICATIONS

- A.I. in L.A. Summit: AR & AI/ML Engaging Students with Snapchat Filters (November 2024)
- Ohio Education Technology Conference (OETC) – AWS Educate: Empowering Learning and Innovation (February 2024)
- Future of Education Technology Conference (FETC): Introducing Machine Learning with SnapML
- Shawnee State University AI Speaker Series
- Academy of Business Research (March 2025) - "Workplace Intelligence - Foster Eudaimonia in the Age of AI" (co-presenter)

- Author: Beginning AWS Security (Springer)
- Reviewer for Cloud Security Alliance Trusted AI Safety Knowledge

PROJECTS & PORTFOLIO

- [GitHub Link to S3 Bucket Project](#)
- [GitHub Link to EC2 Instances Project](#)
- [Photography Example](#)

RESEARCH INTERESTS

- Improving digital literacy and computer science skills in rural America
- Cloud computing applications for business professionals
- Augmented reality (AR) development in high school education
- Impact of artificial intelligence (AI) in the workplace

WORKING PAPERS

- *Workplace Intelligence: Fostering Eudaimonia in the Age of AI* (Tasha Penwell, Dr. Lucia Heddleson)
 - We propose that AI can enhance human decision-making in ways that promote eudaimonia, thereby fostering well-being and flourishing within the workplace.
 - Status: In Progress
- heARt of Ohio – Equitable Augmented Reality Development for STEAM Engagement in Rural and Underserved K-12 Communities (Tasha Penwell)
 - Proposal that exposure to AR development tools and experiences will increase STEAM engagement in K-12 sector.
- Scribe Effectiveness Study Validation (Tasha Penwell)
 - Proposal that AI tools such as Scribe can be used to help educators support UDL in their classroom