

# Mrs. Kellie Bright Greener

e: kellie.greener@gmail.com | t: (906) 630-1848  
3135 E. 4 Mile Road | Sault Ste. Marie, MI | 49783

## PROFESSIONAL OBJECTIVE

---

Maintain positive relationships and promote the well-being and success of students, teachers, and support staff through quality leadership and effective encouragement

- Six years of secondary CTE teaching experience
- Proven leadership skills
- Technologically-savvy
- Sitting Leader Teach Michigan Cohort member
- Advocate and supporter of Positive Behavior Support programs
- Managerial and reporting experience
- Maintains high ethical standards

## EDUCATOR EXPERIENCE

---

SAULT AREA PUBLIC SCHOOLS | SAULT, MI | JULY 1, 2024 – PRESENT

**CTE Director/Assistant Principal** – Full-time, permanent position

Provide strategic leadership for the career technical education team at Sault Area High School and Career Center. Establish a career center and programs to encourage economic stability and develop the future workforce for our surrounding area.

### Key Contributions

- Oversee CTE programs in accordance with the Michigan Department of Education and Office of Career Technical Education requirements
- Provide professional development and learning growth opportunities for teachers and support staff within CTE
- Develop a recruitment strategy for K-12 students within the local region embracing the importance of Career Tech Ed
- Work alongside district administrators to continually evaluate and improve programs to ensure student success
- Collaborate with community organizations, partners, and parents to create meaningful learning experiences for staff and students

SAULT AREA PUBLIC SCHOOLS | SAULT, MI | AUG 2018 – PRESENT

**CTE Business Instructor** – Full-time, permanent position

Provide instruction, support, and encouragement to students enrolled in various business courses within career technical education including Business Administration, Career Readiness, and Information Technology. Establish a learning environment that encourages all students to learn and succeed through clear expectations and positive reinforcement.

### Key Contributions

- Develop activities aligned with the curriculum to encourage continued engagement based on students' current interests and abilities
- Provide various opportunities for students to certify in industry-recognized credentials based on individual student's unique strengths
- Create learning opportunities for students that are used to enhance their skills while benefiting our school district and highlighting positives throughout the entire K-12 school community
- Revamp the program offering and scope based on the changing requirements of Perkins V and the demands of the Michigan Office of Career Tech Ed
- Streamline Professional Learning Community with the creation of a shared staff team to encourage open communication and collaboration across all CTE departments
- Conduct professional development learning opportunities for staff across SAPS and the EUPISD

## PROFESSIONAL & LEADERSHIP EXPERIENCE

---

LAKE SUPERIOR STATE UNIVERSITY | SAULT, MI | APR 2017 – JUL 2018

**Director of Marketing and Communications** – Full-time, permanent position

Oversee the marketing and communication department, including public relations, graphics, and web. Implement and direct new enrollment management and communication initiatives through a comprehensive and strategic marketing plan. Manage the university's presence on social media platforms. Implement a CRM (constituent relations management) software on campus to communicate with students from inquiry to enrolling within the student lifecycle.

### Key Contributions

- Developed a marketing plan that aligns with the strategic direction of the university to attract students who are a best fit at the institution
- Aided in the development of an improved, enrollment management plan designed to increase enrollment by 100 students over the next recruitment cycle
- Increased engagement with prospective students, current students, and parents on social media by over 40%
- Managed a combined budget of 1.2 million dollars

LAKE SUPERIOR STATE UNIVERSITY | SAULT, MI | AUG 2017 – JAN 2018

**Director of Admissions** – Full-time, interim position

Provide strategic direction to a team of eight full-time admissions employees, as well as student employees. Responsible for targeting and student search initiatives in relation to new student recruitment and enrollment.

### Key Contributions

- Revamped the marketing and recruitment strategy for the LSSU Admissions Office contributing to an increase in applications and admitted students by over 100% for the 2018 recruitment cycle
- Streamlined admissions processes by finding efficiencies through the automation of application processing, student inquiries, and communication flows
- Enhanced workplace collaboration between departments to help improve the prospective and admitted student experience at LSSU

HIAWATHA BEHAVIORAL HEALTH | SAULT, MI | AUG 2016 – APR 2017

**Human Resources Specialist** – Full-time, permanent position

Hired to provide administrative support in the hiring, retention, and termination of employees. Schedule and maintain vehicle log for agency vehicles. Update personnel files and staff lists accordingly. Provide training and orientation for all contract employees. Enroll and terminate employees in retirement, health insurance, and short-term, long-term, and life insurance programs.

### Key Contributions

- Took over HR responsibilities for the entire agency after only three months of hire due to the absence of the Payroll Coordinator and HR Manager
- Streamlined the background check process for current and new employees
- Developed new processes for tracking quality improvement indicators within the HR department

TRIBALNET, LLC | PORTAGE, MI | AUG 2016 – JUL 2018

**Magazine Editor** – Varied hours, contract position

Joined the TribalNet team to provide editing and copy write services for the organization's bi-annual magazine.

HAMPSHIRE TILE WAREHOUSE | ASH VALE, UK | MAR 2014 – MAR 2015

**Orbry Brand Manager** – Part-time, contract position

Hired as an additional member to the IT and marketing team at HTW to build the Orbry brand within the UK wet room industry. Took over all marketing efforts for the Orbry brand including branding, online advertising, event coordination, and customer relationship management. Managed the brand with a very limited budget and provided cost-benefit analyses to the Managing Director.

### Key Contributions

- Spearheaded the rebranding of Orbry to increase the presence of the brand within the wet room industry throughout the UK
- Conducted market research and provided in-depth competitor analyses
- Served as the face of the brand working closely with both trade and public customers and helped to increase sales from each market

HAMPSHIRE TILE WAREHOUSE | ASH VALE, UK | MAY 2012 – MAR 2013

**Online Marketing Executive** – Full-time, contract position

Joined the HTW team to cover maternity leave and take over all of the online marketing communications within the HTW businesses. Managed the company's 10 different social media outlets. Enhanced web content through updating product descriptions, websites, blogs, and e-newsletters.

**Key Contributions**

- Managed, analyzed, and maintained Google Adwords account helping to achieve at least a 5% ROI and provided monthly reports to management
- Performed keyword research and used SEO techniques to improve page rank on Google and drive more online visitors through organic search
- Created email marketing templates for newsletters, trade events, and upcoming promotions

AVNET TECHNOLOGY SOLUTIONS | BRACKNELL, UK | MAR 2011 – JUL 2011

**Internal Sales Executive** – Full-time, three-month contract position

Recruited to finalize sales within a division that was to relocate to a different country within the company's European market. Managed all sales inquiries from quotation through delivery using an in-house CRM and SCM software program. Liaised with product manufacturers to start and close upcoming deals and opportunities.

**Key Contributions**

- On the final day of business, secured a sale of over £80,000
- Hit and exceeded target(s) each month until the close of business

SLOUGH JETS HOCKEY TEAM | SLOUGH, UK | SEP 2010 – JUL 2011

**Interim General Manager** – Part-time, temporary position

Hired within very short notice to take over the general operations of the ice hockey team. Tasks included liaising with the rink manager for ice times and events, off-ice management of players and staff, and bookkeeping all accounts for the senior and junior clubs.

**Key Contributions**

- Organized a "Pink in the Rink" event (one of the first in professional English Ice Hockey) to raise over £500 for Cancer Research UK
- Forged a relationship with local business groups to gain sponsorship for both the senior and junior hockey clubs

TRIBALNET, LLC | SAULT, MI | MAY 2008 – JUN 2010

**Database Manager and Assistant to the Director** – Part-time, permanent position

Worked closely with the Director to manage tribal, vendor, and membership databases that helped connect all members of the TribalNet network. Helped coordinate and set up the annual TribalNet conference.

**Key Contribution**

- Used Microsoft Excel to sort and analyze data needed to create an annual technology report that was released to IT leaders in the Native American technology industry

UNITED WAY OF THE EUP | SAULT STE. MARIE, MI | SEP 2008 – DEC 2008

**Marketing and PR Intern** – Unpaid Internship

---

## EDUCATION & SKILLS

---

**Post-master's Certificate in Basic School Administration K-12 Education (2024)**

Eastern Michigan University | Ypsilanti, MI

**CTE Standard Teaching Certificate (2020)**

Ferris State University | Big Rapids, MI

**Master of Business Administration (2016)**

University of Wales – London School of Business and Finance | United Kingdom

**Bachelor of Science (B.S.) Business Administration – Marketing (2010)**

Lake Superior State University | Sault Ste. Marie, MI

**Technology Skills**

- Microsoft Office 2019 Certified | Word & Word Expert, Excel & Excel Expert, PowerPoint, Access, Outlook
- Advanced knowledge of Microsoft Teams & OneNote
- Microsoft Innovative Educator | 2020, 2021, 2022, 2023, 2024
- Student Information Systems (MiStar, Illuminate, Banner)