

Jennifer Wilson

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EDUCATION

Master of Arts in English | *The University of Texas at Tyler* | May 2012

Bachelor of Arts in English, Minor in Spanish | *The University of Texas at Tyler* | May 2008

WORK EXPERIENCE

Writer, Independent Contractor, Newristics | *April 2022-present*

- Optimizing client communications through applied behavioral science: Improving existing brand messaging by leveraging decision heuristics with the aim of influencing choices and achieving the highest degree of message acceptance, with emphasis on both pharmaceutical and consumer products
- Analyzing, synthesizing, and summarizing message performance data for use in internal initiatives.
- Researching and authoring Heuristic Encyclopedia entries for the Heuristic Science Institute.

Transition Coordinator, Literacy Council of Tyler | Tyler, TX | *May 2011-June 2014*

- Worked closely with students preparing to attend Tyler Junior College, guiding them one-on-one through the process of applying for and obtaining financial aid.

Intensive Program Technology Instructor, Literacy Council of Tyler | *May 2011-June 2014*

- Instructor of the technology component of an intensive college readiness program for adult learners who had earned a GED but required additional college-preparation support.
- Provided instruction in essential digital skills, including email, file management, Microsoft Office applications, and online research with proper MLA citation.
- Guided students through completing the financial aid process, navigating the college's Blackboard learning system, and registering for classes.

GED Distance Learning Coordinator, Literacy Council of Tyler | *Aug 2009-Oct 2013*

- Facilitated instruction of upper-level GED students in a distance learning environment, ensuring engagement and comprehension.
- Distributed and evaluated take-home curriculum, providing individualized feedback and academic support.
- Assisted students in navigating the GED registration process and preparing for successful test completion.

ESL Instructor, Literacy Council of Tyler | *August 2009-October 2013*

- Taught intermediate to advanced English grammar and spelling with an emphasis on civics and U.S. citizenship preparation.
- Administered oral and written assessments and tracked student progress using the TEAMS management system.
- Collaborated with the Family Learning Center, Tyler ISD, and Tyler Junior College to provide instruction to low-income, Limited English Proficient (LEP) families, integrating parenting and workplace soft skills.
- Supported quarterly family learning events, fostering engagement between ESL students and their families.

AWARDS AND HONORS

Up-and-Coming Writer Award, Newristics | 2024

Eta Sigma Phi collegiate honor society for classical studies

Alpha Chi collegiate honor society

Sigma Delta Pi collegiate Hispanic honor society

RELEVANT COMMUNITY SERVICE

Volunteer ESL Instructor, Literacy Council of Tyler | *January 2008-August 2009*

- Instructed adult students in beginner and intermediate level English grammar, spelling, and civics

Volunteer Preschool Special Education Assistant, Gilmer ISD | *August 2008-2010*

- Assisted in a classroom with preschool-aged students in the special education program

SKILLS & TRAINING

Applied behavioral science - Quantitative and qualitative data analysis – Writing medical, pharmaceutical, and consumer product messaging - Leadership skills developed while working with students of all ages - Comfortable working in a collaborative environment, from professionally coordinating with fellow educators to meet student needs, extensive collaboration with a writing team to develop client products, and an emphasis on group work in graduate school - Technical experience with Microsoft Suite and Google Workspace