An accomplished online education professional with a strong foundation in instructional design, curriculum development, editing, and writing. Academic achievements, including an honours degree in psychology and an MBA (both cum laude), underscore a commitment to excellence. With an extensive portfolio spanning various fields, from education, business and psychology to robotics and military intelligence, I have consistently delivered outstanding results and built enduring relationships.

Deborah Cloete-Levy

Profile and CV

**Deborah’s Profile**

🎓 Unlocking Educational Excellence 🎓

Welcome to my world, where I am a seasoned expert in the dynamic realm of online education. My career is a testament to my unwavering commitment to delivering tangible benefits to businesses and educational institutions. I'm deeply passionate about **instructional design, curriculum development**,  **writing, and editing,** and my primary focus is on enhancing learning experiences and empowering learners and organizations to reach their full potential.

📚 Academic Excellence as a Foundation 📚

My solid academic foundation, including an MBA (cum laude), an honors degree in Applied Psychology (cum laude), amongst others, serves as the cornerstone of my expertise. These qualifications enable me to offer a unique blend of skill, versatility, academic rigor, and practical insights.

🌐 Navigating the Educational Landscape for Your Benefit 🌐

Since 2010, I've meticulously charted my professional course as a self-employed education specialist, with an emphasis on teamwork and the creation of high-quality teaching materials. My journey is marked by a strong dedication to delivering benefits to both educational institutions and corporate entities.

💼 Collaborations that Yield Results 💼

My privilege of collaborating with renowned EdTech institutions, such as Wisewire Education and LearningMate, has provided me with the opportunity to work with a diverse array of clients. I've served industry giants like McGraw Hill, Pearson International, Barnes and Noble Education, Wiley, Cisco, University of Phoenix, the American Public University System, the American Military University, and many others, consistently delivering tangible benefits through my work.

🌍 A Global Perspective for Your Success 🌍

My extensive experience in remote work with global teams on multifaceted projects has honed my skills as a cooperative, reliable, and self-motivated team player. I leverage this experience to deliver benefits to employers through my adaptability, loyalty, passion, and commitment to results.

🤝 Client-Centered Approach for Your Objectives 🤝

I maintain a strong focus on clients, efficiently managing projects and delivering precise solutions that enable them to achieve their objectives. My capabilities are tailored to bring benefits to your organization, emphasizing resourcefulness, versatility, creativity, and a deep understanding of pedagogy and online learning processes.

🚀 A Dedication to Your Success 🚀

As I steer my career forward, my overarching goal remains steadfast: to deliver benefits to educational institutions and businesses through teamwork, quality teaching materials, and collaborative experiences. I adhere to a philosophy of honesty, wholehearted dedication, a love for what I do, and an unwavering commitment to success, which extends to empowering others to achieve the same.

🌠 Embracing New Horizons to Elevate Your Institution 🌠

While I appreciate the autonomy of being a contractor and the enriching diversity of working with various clients, I eagerly anticipate the prospect of a permanent position and the opportunity to grow with a forward-thinking company. My career journey has been characterized by a dedication to the world of online education. I look forward to continuing my journey of innovation and excellence, consistently delivering benefits to your organization.

**Deborah’s CV**

*Email:* [*levydeboraha@gmail.com*](mailto:levydeboraha@gmail.com)

*Phone: +27 79 491 6232*

*Portfolio:* [*Deborah’s Portfolio*](https://drive.google.com/drive/folders/1e7WZMGQ6hIvaxxDojCTyuy5EwW29KiN7)

*LinkedIn:* [*Deborah's LinkedIn Profile*](https://www.linkedin.com/in/deborah-levy-55a45819/)

### Career Objective

I aspire to build long-term, successful relationships that foster growth and mutual success. With a rich and diverse skill set, my core areas of expertise are business management, leadership, psychology, and research. I am an experienced instructional designer, writer, and researcher, driven by a passion for online education. My mission is to grow with an organization, both as a person and as a professional, and to empower learners and businesses through innovative, collaborative, and high-quality learning experiences.

### Education

|  |  |  |
| --- | --- | --- |
| **Degree / Qualification** | **Institution** | **Year Graduated** |
| Instructional Design Certificate | Get Smarter (Wits) | 2018 |
| Editing | Udemy | 2016 |
| Logotherapy (with distinction) | Viktor Frankl Institute of South Africa | 2016 |
| Honours Degree in Applied Psychology (cum laude) | South African College of Applied Psychology (SACAP) | 2016 |
| Equine Assisted Psychotherapy (with distinction) | Equine Assisted Psychotherapy Institute of South Africa | 2015 |
| Postgraduate Certificate in Leadership Coaching (with distinction) | Wits Business School (University of the Witwatersrand) | 2013 |
| Master of Business Administration (MBA)  (cum laude) | Wits Business School (University of the Witwatersrand) | 2013 |
| Management Advancement Programme (with distinction) | Wits Business School (University of the Witwatersrand) | 2008 |
| New Managers Programme | Wits Business School (University of the Witwatersrand) | 2007 |
| Zulu, German, Italian, Anthropology, Education, and Music | University of the Witwatersrand | 1997-1998 |
| Industrial Relations Diploma (First Class) | Damelin School of Management | 1996 |
| Senior Certificate | Damelin College | 1995 |

### Career Synopsis

### Academic Language Experts

***Contract Copy Editor (April 2024 – Current)***

* Copy edit and internationalize textbooks for a German university
* Ensure that translations and text are suitable for a global audience
* Update, add, and globalize references where required

### LearningMate

***Contract Instructional Designer and Subject Matter Expert (May 2018 – Current)***

*Instructional / Learning Designer Skills and Responsibilities*

* Design learning programs in the spheres of adult learning and higher education
* Curriculum mapping
* Evaluate and revise existing instructional materials based on feedback from students, faculty, and administrators to improve curriculum effectiveness continuously
* Analyze curriculum standards and translate them into clear learning objectives and subject foundations
* Deep understanding of instructional design methodologies, particularly andragogy
* Ensure curricula meet requirements set by accrediting bodies
* Create essential structures such as Course Design Guides, Blueprints, Storyboards, and Course Revision Templates
* Develop lessons, interactive learning activities, multimedia, assessments, and case studies
* Develop new assessments aligned with current industry standards and pedagogical approaches to ensure student learning outcomes are met
* Quality assurance from course inception to delivery
* Implement and manage communications and feedback from clients
* Collaborate with cross-functional teams including clients, faculty members, editors, production, and other stakeholders, such as Deans, Chairs, and Program Directors of universities and industry professionals
* Collaborate with subject matter experts and faculty to create innovative content, assessments, instructional activities, and materials
* Apply client specifications, including policies, procedures, quality standards, authoring guides, and bias and sensitivity guides
* Experience with many different kinds of projects, clients, and team members
* Extensive experience working remotely with stakeholders in varying time zones
* Advanced writing, editing, and communication skills
* Utilize project management tools (e.g., Asana, Trello, Slack, Google Docs, SharePoint) to work with teams and meet tight deadlines
* Work primarily within Canvas
* Learning to build in Canvas
* Proficient use of Articulate Rise and Storyline

*Subject Matter Expert Responsibilities*

* Develop and write high-quality curriculum content for classes, ensuring alignment with learning outcomes and compliance requirements
* Develop assessments to ensure learning outcomes are met
* Collaborate with instructional designers and other stakeholders to create engaging content, assessments, instructional activities, and materials
* Implement feedback
* Adhere to client specifications including style guides and quality standards
* Advanced writing, editing, and communication skills
* Utilize project management tools (e.g., Asana, Trello, Slack, Google Docs, SharePoint) to work with teams and meet tight deadlines

**Achievements**

Selected to manage a project that involved collaborating with six leading industry experts to build a course on Healthcare Information Management.

Upon my initial collaboration with LearningMate, I worked with a single project manager. As a testament to the quality of my work, this project manager referred me to multiple other project managers within the company, and I built productive and trusting relationships with this large client over the past six years.

### Wisewire

***Contract Instructional Designer and Subject Matter Expert (Jan 2016 – Current)***

*Instructional / Learning Engineer Skills andResponsibilities*

* Manage ID and editing teams to develop courses and meet QA standards and deadlines
* Correlate, assess, design, and map curricula and standards
* Design high-quality curriculum content for classes, ensuring alignment with learning outcomes and compliance requirements.
* Work on projects for K12, high school, higher education, and adult learners
* Research industry needs and curriculum standards to create appropriate curricula including program and course outcomes, and course outlines.
* Advanced instructional design, writing, communication, and editing skills
* Deep understanding of instructional design methodologies.
* Align client objectives, program outcomes, learning objectives, learning activities, and assessments
* Experience with many kinds of projects, clients, and team members
* Extensive experience working remotely with stakeholders in varying time zones
* Manage small to medium-sized projects
* Develop essential structures such as course outlines, planning documents, blueprints, and storyboards
* Create interactives, multimedia, and other assets including branching scenarios, simulations, video scripts, animations, assessments, projects, and instructor and student guides
* Design programs with real-world applications
* Collaborate with cross-functional teams including other IDs, clients, SMEs, editors, and production
* Employ project management tools (e.g., Smartsheet, Google Docs, Slack) to work with teams and meet tight deadlines
* Proficient use of authoring tools such as Articulate Rise and Storyline, Evolve
* Quality assurance
* Apply client specifications, including policies, authoring guides and bias and sensitivity guides, and managing teams to meet these specifications

*Subject Matter Expert Responsibilities*

* Develop and write high-quality curriculum content for classes, ensuring alignment with learning outcomes and compliance requirements
* Research content
* Advanced writing, communication and editing skills
* Develop assessments to ensure learning outcomes are met
* Collaborate with instructional designers and other stakeholders to create engaging content, assessments, instructional activities, and materials
* Implement feedback
* Adhere to client specifications including style guides and quality standards
* Experience with many different kinds of projects, clients, and team members
* Extensive experience working remotely with stakeholders in varying time zones
* Advanced writing, editing, and communication skills
* Utilize project management tools (e.g., Asana, Trello, Slack, Google Docs, SharePoint) to work with teams and meet tight deadlines

**Achievements**

I have cultivated a lasting and mutually beneficial relationship with this organization, consistently transitioning from one project to the next over eight years. This enduring collaboration serves as a testament to the quality of my work, versatility, and willingness to take on challenges.

While working as an ID on an Entrepreneurship project with a prominent client, I successfully took over the SME and ID responsibilities from two team members who unexpectedly left the project. This encompassed assuming a substantial portion of their tasks, which entailed writing a few hundred assessment questions and designing twelve simulations.

When designing a degree in robotics, I realized that the content, degree objectives, and external standards were misaligned. By addressing this problem, we secured accreditation for the degree. This achievement not only recognized my expertise but also led to my promotion to the role of Lead ID for this and subsequent projects.

### StraighterLine

***Contract Academic Support Specialist (Aug 2019 – Current)***

* Design and write a student success coaching program which included coaching scripts, articles, and video scripts
* Course mapping
* Course revisions
* Research for curriculum alignment and business development
* Grade English, communications, student success, and business assessments
* Use project management tools (e.g., Basecamp, Airtable, Google Docs)

### IMM Graduate School of Marketing

***Various Positions for Undergraduate and Postgraduate Marketing Degrees (June 2018 – Current)***

* Research Supervisor: Lead students through the master’s proposal and final dissertation process
* Master’s Research Panel Member: Provide guidance and feedback on student research proposals
* Master’s Research Examiner: Grade final dissertations
* Moderator: Provide quality assurance for various modules to ensure that program content and assessments meet accreditation requirements, learning objectives, and quality standards
* Senior Lecturer: Develop curricula, deliver online lectures, manage discussion forums, set and moderate assignments and exams, upgrade study guides

**Achievements**

I started my journey with IMM as a senior lecturer for an undergraduate degree course in business and market research, and over the years have been given opportunities to take on more senior positions within the school, such as moderating postgraduate marketing courses, supervising master’s level research, and being a panel member that advises on master’s degree research.

### Open Learning Group

***Senior Lecturer (Aug 2018 – Dec 2020)***

* Develop and deliver face-to-face and online business management, business research, and English degree courses
* Assist with learning difficulties
* Create study guides for business management, business research, and English courses that align with accreditation requirements
* Develop and grade assignments and exams
* Supervise third-year degree student research

**Achievements**

Implemented new quality control processes and resources which significantly uplifted the academic quality and rigor of modules across the organization.  This included development guides, quality assurance guides, conducting training, acquiring new staff, and implementing processes to ensure that the new standards were consistently met and adhered to.

### Wits Business School

***Supervisor and External Examiner of MBA Dissertations (Dec 2010 – Oct 2018)***

* Guide and supervise MBA students throughout the research process
* Examine MBA proposals and final dissertations

***Student Leadership Coach (Dec 2010 – Oct 2018)***

* As a member of Wits Business School’s College of Coaches, I provided leadership coaching to MBA candidates
* The focus was on empowering candidates to achieve career goals, solve work-related problems, overcome challenges, and develop leadership attributes
* Where applicable, therapy horses were used to enhance the coaching sessions by assisting candidates to overcome personal challenges, elucidate abstract concepts and cement new learnings
* Equine coaching was also used for team-building and problem-solving activities

***Business Communications Lecturer (March 2010 – Oct 2018)***

* Provide face-to-face classes on managerial-level business communications
* Research academic theory and latest trends in business communication
* Develop lecture plans for managers on business communication
* Develop and grade assessments and exams
* Manage and engage classes of up to 50 adult learners
* Foster continuing professional development

**Achievement**

Wits Business School is one of the most prestigious business schools in Africa. My journey there began with exceptional academic achievements as a student. Once I had graduated cum laude for my MBA, I was asked to lecture their business communications course for new managers, and to become a research supervisor for MBA candidates. I was also invited to be a guest speaker at two graduation ceremonies.

### Cremona & Sons Cheese Factory

***Marketing Manager (June 2010 – Feb 2015)***

* Conduct market research
* Collaborate with the business owners on marketing strategies
* Develop and execute marketing and promotional campaigns
* Manage the marketing budget
* Conduct customer service and retention training

### Kirby Company

***Sales Trainer and Telesales Supervisor (June 2006 – Oct 2009)***

* Product sales
* Supervise telesales department
* Conduct sales training

**Achievement**

After just a few months working as a sales representative, I was promoted to telesales supervisor and sales trainer due to my excellent sales performance.

### Hospitality Industry

***Various Positions (1996 – 2006)***

* As I studied and travelled, I supported myself by working in the hospitality industry.
* This included waitressing, managing a bar, working in hotels, and managing events in restaurants and hotels such as weddings, birthdays, and corporate events.
* This also included working as a carer for the elderly for two years.

### Testimonials

**LearningMate**

Carole Hruskocy, Ph.D. | Director Learning Design

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To Whom it May Concern:

This letter is in support of Deborah Levy. As Director of Learning Design, I have had the pleasure of working with Deb for the past three years. She is exceedingly professional, and her work is often presented as a standard for others to follow. Through my observations of her meetings with faculty and subject matter experts (SMEs), she applies learning theory and research-based best practices on learning design. Deb is skilled in questioning and listening to surface key course design components and considerations. Deb also attends to details, a hallmark of learning designers. Her attention to detail helps surface gaps in consistencies across templates, messages, and processes. Additionally, Deb’s work is thorough and precise. She consistently meets project deadlines and delivers a quality product.

Coupled with her quality of work, it’s important to highlight Deb’s communication skills. She has an ability to connect with faculty and subject matter experts (SMEs) on a professional as well as personal level. Her interactions evidence the “human side” of learning design. Deb also evidences these skills in her interactions with fellow learning designers, project managers, and media designers in team meetings and through written communication. Her professionalism cannot be overstated.

Altogether, Deb is a highly skilled learning designer whose communication and caring skills allow her to connect with her SME and project team members. Her work represents the level of quality expected for course and training design. She is self-directed and goes above and beyond professional expectations. I fully endorse Deb Levy, the learning designer!

Sincerely,

A signature on a white background

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Carole Hruskocy, Ph.D.

Director Learning Design

LearningMate

Carole.hruskocy@learningmate.com

**Wisewire**

Anne Spencer | Director of Production Operations: "Wisewire has worked with Deb for years, and she always delivers the highest quality work on time and on schedule, and within expected budget. She is a delight to work with and an inquisitive problem-solver. Additionally, she does not shy away from challenges and possesses a growth mindset. Most recently, she taught herself Lucidchart in order to create complex simulation pathways in order to guide students through the steps to becoming a (successful) entrepreneur. Deb is methodical and proactive. I cannot recommend her enough!"

Christopher Carr | Former Director of Product Operations: “Deborah was one of the strongest content writers on my team. She always kept ahead of deadlines and helped out whenever help was needed. She developed hundreds of academic lessons on this project and although she specialized in marketing she had a surprisingly wide scope of expertise. Deborah is conscientious, efficient and incredibly talented. She was an invaluable asset to our project.”

**Straighterline**

Roman Hawrych | Academic Support Specialist: "We have worked with Deborah on many high profile, fast-paced projects over the past few years; she remains an invaluable colleague we can turn to when we need timely and accurate results. Her ability to deconstruct extremely dense material (such as academic catalogs and technical admission guides) to generate practical takeaways, in a way which answers our important goals quickly, is a very rare skill. She is also skilled at putting those conclusions together in an easy to understand, straightforward to implement way. It's rare in any industry to work with someone who is highly skilled as well as quick to deliver - Deborah is definitely both."

**Wits Business School**

Busi Moyo | Senior Risk Manager at EOH: “Deborah was my MBA research supervisor. She was always available to answer questions, tirelessly gave prompt feedback, and best of all provided motivational/emotional support. She certainly made what was a daunting task feel doable, as a result, I benefited immensely from the research writing process. Through Debbie's assistance, I was able to see the practicality and value of my research, which felt pretty awesome. And managed to meet the initial submission deadline.”

Tebogo Rakhudu | Postgraduate Officer Management of Academic Administration at University of the Witwatersrand: “I was fortunate enough to have Deborah Levy as my Master of Business Administration (MBA) Leadership Coach. Her coaching sessions have helped me to be a business professional who wants to perform at a very high level. Deborah’s approach to both business and personal development not only provided me with the tools for success, but also instilled effective habits which will be invaluable for the rest of my career.

Along our coaching sessions there were some surprising and sometimes painful personal realizations, but Deborah’s mentoring, insight, and professionalism helped me to implement successful personal and professional adjustments. I am a more flexible leader, better listener and able to handle myself more effectively in meetings. In addition to her invaluable advice and techniques, Deborah’s persistence, patience, excitement and desire to see my long-term success truly allowed me to get the most out of our coaching sessions.

Deborah Levy gets my highest recommendation as an executive/leadership coach and mentor.”

**Cremona and Sons Cheese Factory**

Cesare Cremona | Director: Deborah wasn't from the dairy industry but took the time to learn and apply a creative and innovative marketing strategy. She also showed a strong aptitude to other managerial facets within the business and was instrumental in the implementation of other strategies and projects. She would be a vital addition to any team seeking to effectively consolidate various departments ensuring that the company functions with a holistic strategy.

### Awards, Memberships and Accomplishments

* Substantially improved the pass rate of business and market research theory modules at IMM Graduate School to its highest in eight years.
* Invited to join the Golden Key International Honour Society.
* Referred to IMM Graduate School by Wits Business School as a top research supervisor in my field.
* Developed courses for the American Military University for the CEA and FBI
* Graduated Cum Laude for Psychology Honour’s Degree as well as for my MBA.
* Achieved the Top Student award for my Honors Psychology Degree.
* Member of the Wits Business School’s College of Coaches.
* On the Dean’s List for all semesters at Wits Business School during MBA.
* Top student award for Management Advancement Program at Wits Business School.
* Invited repeatedly as a guest speaker at Wits Business School graduation ceremonies on the topic of Self-Directed Learning and Development.
* Invited to lecture Business Communications at Wits Business School – one of the most prestigious business schools in Africa.
* Founded the Student Voice Forum at Wits Business School, enhancing the school’s deliverables to its students and improving student experience and retention through collaboration with school management.

### Volunteer and Community Work

* Provided free Equine Assisted Psychotherapy to orphans, sex workers, and other vulnerable individuals (October 2015 – August 2018).
* Counsellor at Uitkoms Home for Girls, South Africa (February 2016 – December 2017).
* Group and individual counseling and coaching at Sisonke/SWEAT for sex workers (August – October 2015).
* Tutored underprivileged school and university students at a community project in Alexandra township (2012 – 2015).
* Facilitated a leadership development program in Lenasia township for underprivileged children and mothers, including life skills workshops, counselling, and leadership mentoring (2008 – 2009).

### Other Experiences

* In 2018, I fulfilled a lifelong dream by relocating from the city to a farm in a rural area. While continuing my online work as an Instructional Designer, Subject Matter Expert, and online educator, I embarked on two entrepreneurial endeavors. I established a poultry operation dedicated to breeding and selling broiler chickens, in addition to the production of free-range, organic eggs. These businesses had modest beginnings but exhibited consistent growth, eventually enabling me to create employment opportunities for three individuals.
* Worked as a Horse Behavior Specialist in the provision of Equine Assisted Psychotherapy alongside a clinical psychologist, serving her clients (2016-2018).
* Before 2006, my primary pursuits revolved around exploring the world. My extensive travels spanning 28 countries have enriched my life experiences, fostering a broader worldview and understanding of other cultures.

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