

# Kelly A. Lutz

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## Professional Experience

### STEM School Highlands Ranch

Secondary French Teacher, Logistics Lead

Highlands Ranch, CO  
Aug 2017-May 2022

- ♦ Taught French - online and in person - following DCSD standards-based curriculum and integrating competencies, goals, and objectives into lesson plans
- ♦ Used various teaching methods and technology, adjusting style and method to meet student learning style
- ♦ Observed, evaluated, reported and recorded students' performance, behavior, social development and physical health
- ♦ Communicated consistently with parents or guardians, teachers, counselors, and administrators to support students

### Berlitz

Part-time French and ESL Teacher

Denver, CO  
Nov 2012-Present

- ♦ Taught private, corporate and government language students - online and in person - using the Berlitz curriculum and various teaching methods and technology

### Denver Public Schools

High School French Teacher

Denver, CO  
Jan 2009-Jun 2012

- ♦ Taught French, following DPS standards-based curriculum and using various teaching methods and technology, adjusting teaching style and method to meet student learning style
- ♦ Observed, evaluated, reported and recorded students' performance, behavior, social development and physical health
- ♦ Communicated with parents or guardians, teachers, counselors, and administrators to support students

### The Logan School for Creative Learning

Director of Admission and Marketing

Denver, CO  
Jul 2002-Jul 2008

- ♦ Implemented the policies and procedures to reach goals established for the admission process
- ♦ Evaluated applications and analyzed appropriate fit for the School
- ♦ Developed and implemented a marketing plan which widens the community's understanding of the School and which enhanced the admission process and the development efforts, ensuring the plan included outreach involving many diverse communities
- ♦ Coordinated school visits by prospective parents, led information sessions, and oversaw school tours, which included training student tour guides
- ♦ Served as a member of Senior Administration, attending weekly administration meetings and meetings of the Board of Trustees

### ClearVision Laser Centers, Inc.

Director of Marketing

Lakewood, CO  
Feb 1996-Aug 2001

- ♦ Created, implemented, and analyzed strategic marketing plan resulting in market share of 58-60% in the Company's top 3 markets
- ♦ Directed media placement through advertising agencies keeping within budget of \$5M annually
- ♦ Managed all Corporate Communications activities, including public relations, investor relations, and employee relations
- ♦ Developed systems (including a referral database) for, hired, trained, and motivated patient educators in phone center
- ♦ Designed and administered the company World Wide Web Page

## Computer Skills

MS Office, Google Workspace, Adobe Suite, Zoom, Email, Social Media (Facebook, Twitter, Instagram)

## Education

Master's in Education, Regis University

B.A. in European Studies, Minor in Marketing

Graduated Cum Laude: Metropolitan University of Denver, Colorado

Hold Professional License from Colorado Department of Education

Hold TEFL-TESOL Certification from Tefflen Training College

Completed ELL Training-Basic/Secondary through Adams 12 Five Star Schools

U.S. Citizen

Fluent in French, can read Italian and Spanish