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FABIAN D. FREIRE

LEARNING RESEARCH AND BILINGUAL DIGITAL COMMUNICATION

Passionate about studying and applying digital systems for interdisciplinary team collaboration, communication design and organizational learning. Demonstrated experience producing, managing, and distributing digital content for brand awareness, knowledge dissemination and public engagement with diverse audiences.

EXPERIENCE

MANAGER OF DIGITAL OPERATIONS AND BILINGUAL COMMUNICATIONS

PEER PRAXIS LLC

2020 - Present

- Implementing digital technologies for project management, interdisciplinary collaboration and community outreach
- Collaborating with language experts for promoting an online English as a Second Language (ESL) program, community translation services, and bilingual digital communications
- Fundraising from federal, state and private sources, writing proposals, preparing applications and submitting reports
- Commissioning videos, photography, animations, and other media to document ESL program activities for community outreach via the company website and social media
- Researching scientific publications, developing questionnaires, and scheduling interviews with subject matter experts for the production of *Nuestras Facultades*, a podcast focusing on the dissemination of Latin American and Caribbean knowledge
- Creating bilingual video captions, subtitles, and audio descriptions for accessibility of digital media products
- Using Wix to develop company website, editing copy, updating media assets, managing intake forms and booking system
- Researching and execution of search engine optimization (SEO) for marketing digital products and public engagement
- Managing Zoom for online language courses and scheduling upgrades for enhancing student interactivity and digital accessibility features
- Managing a Network-attached System (NAS) for streamlining online collaboration among distributed team members
- Designing a digital asset management system for organizing business operations and services using GoogleDrive
- Managing the company Google business profile, producing interior photography, and promoting bilingual digital products

EDUCATION

TEACHERS COLLEGE, COLUMBIA UNIVERSITY

Doctor of Education (Ed.D.)

2019

THE NEW SCHOOL

Master of Arts (M.A.) in Media Studies

2007

NEW JERSEY CITY UNIVERSITY

Bachelor of Arts (B.A.) in Media Arts

2003

ADMINISTRATIVE AND ANALYTICAL SKILLS

- Project management tools for online team collaboration
- Analyze and optimize technical and business operations
- Contract negotiation, conflict resolution
- Qualitative research design and data analysis with NVivo
- Academic research writing and publication in scientific journals

TECHNICAL SKILLS

- Adobe Creative Cloud: Premiere, After Effects, Photoshop, Audition, Lightroom
- Mobile creative publishing: Canva, CapCut, AdobeExpress, and AI graphics for vlogs and podcasts
- Digital asset management (DAM), learning management systems (LMS)

LANGUAGES

English
Spanish

CERTIFICATES

GOOGLE ANALYTICS ACADEMY

Google Analytics Certificate

2023

CREATIVE COMMONS

Creative Commons Certificate for Educators

2020

INTERAMERICAN DEVELOPMENT BANK

What Works in Education: Evidence-Based Education Policies

2020

PUBLICATIONS

Systemic Tensions in the MOOC Design Cycle: An Activity Systems Analysis upon Implementing edX for Latin America and the Caribbean (2021)

A Case Study of Work-based Learning of edX MOOCs for Latin America and the Caribbean (2020)

Work-based Learning through the Multidisciplinary Design of edX MOOCs for Latin America and the Caribbean (2019)

SOCIAL CHANNELS



[nuestrasfacultades](https://www.youtube.com/channel/UCnuestrasfacultades)



[nuestrasfacultades](https://open.spotify.com/channel/nuestrasfacultades)



[instagram.com/frrjrmll](https://www.instagram.com/frrjrmll)



[linkedin.com/in/fabian-freire](https://www.linkedin.com/in/fabian-freire)

EXPERIENCE (CONTINUED)

ASSOCIATE DIRECTOR OF DIGITAL CONTENT

THE NEW SCHOOL, MARKETING AND COMMUNICATION

2009 - 2021

- Project management experience with multi-phased creative projects, negotiating contracts, managing timelines, scheduling photo and video shoots, licensing 3rd-party content, releasing subjects, and coordinating reviews among diverse academic, institutional and community partners
- Demonstrated experience producing public programming documentation and online media distribution of community engagement initiatives, in collaboration with academic, artistic and cultural organizations
- Higher ed administration experience, developing and measuring communication strategies and digital content plans for web design, multimedia platforms and social media channels
- Cross-organizational experience collaborating with IT for the selection and implementation of project management tools and digital asset management systems, like Hive, Basecamp, Extensis Portfolio, Bynder, Kaltura Video Cloud, and Vimeo
- Promote pre-college, undergrad, graduate, and professional certificate programs targeting prospective students, influencers and institutional partners
- Schedule and facilitate peer virtual trainings on media production/distribution for engaging with target audiences through digital content for YouTube, Facebook, Instagram, LinkedIn, and TikTok
- Lead the implementation of WCAG 3.0 and PDF/UA standards in compliance with the XXI Century Communications and Video Accessibility Law, ADA, Section 508, overseeing video captions, subtitles, and audio descriptions of marketing videos
- Liaise with university leadership to resolve issues and develop policies related to Accessibility (ADA), intellectual property (IP), and student privacy rights (FERPA) for creative projects
- Supervise and support the performance of the digital content team, ensuring the professional development and efficient output of one digital asset manager, two video and photography creative producers, and a student assistant
- Manage creative projects through pre-production, production, and post-production phases, negotiating agreements with creative service providers, and representing the university's interests with academic departments and external community organizations