

Jason Brown

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Instructional designer and curriculum leader with 8+ years designing impactful learning experiences in secondary education. Expert in digital learning integration, cross-functional project management, original content development, and aligning instructional outcomes to broad educational missions. Adept at leveraging technology and data to enhance engagement, measurably improve learning, and build collaborative learning communities.

EDUCATION

Masters of Educational Leadership, St. Louis University, St. Louis, MO, 2023

Bachelor of Arts, English (Rhetoric/Composition) & Economics, Creighton University, Omaha, NE, 2018

KEY SKILLS

Project Management	Workshop & Presentation Development	Instructional Design
Curriculum Design & Auditing	Research Methods	Collaboration
Project-Based & Hybrid Instruction	Stakeholder Collaboration	Concept Development

PROFESSIONAL EXPERIENCE

English Faculty - Strake Jesuit

August 2019 - Present

Houston, TX

- Lead ongoing curriculum redesign efforts that ensure consistent and measurable student outcomes across department levels. Independently audited existing curriculum objectives, analyze performance data, and implement research-based changes that align with department goals. Design and deliver original instructional materials daily, integrating educational technology tools such as the Google and Microsoft Suite, Formative, and Canvas with project-based learning and student-centered discussions. Collaborate with school leadership, department chairs, course leads, and colleagues to refine pedagogy and implement data-driven instructional improvements school-wide.

Freelance Marketing Consultant

February 2025 - Present

Houston, TX

- Research, audit, and enhance client marketing strategies by analyzing copy, digital presence, and branding elements. Develop targeted briefs that clarify brand identity and unique value propositions, resulting in personalized presentations and improved client engagement and retention after viewing client pitch deck. My work also supports content creation for educational resources such as blogs aimed at keeping clients and prospects informed and connected.

Founder/Owner - J.I.M.S Apparel Company

May 2023 - Present

Houston, TX

- Collaborating with graphic designers, strategists, copywriters, and manufacturers, founded J.I.M.S Apparel Company. By conducting extensive market research to identify a niche audience, I have defined brand's mission, vision, values, unique selling proposition, and target demographics. with a clear brand identity, distinctive logos, and a product line aligned with market demands.

Head Lacrosse Coach - Strake Jesuit

August 2023 - Present

Houston, TX

- Promoted to head lacrosse coach after four years as assistant, I lead the team's cultural transformation to align with the school's values and mission. Manage all team communication, scheduling of practices and games within league and school guidelines, and oversee a budget exceeding \$35,000. Responsible for hiring specialized coaching staff and serve as a mentor to players and coaches alike, fostering individual and team success through strategic leadership.

Contributing Writer - Strake Jesuit Chronicle

August 2019 - Present

Houston, TX

- As a contributing writer, write brief feature stories (500-750 words) highlighting how the school community embodies its values and mission to strengthen alumni engagement and encourage giving. Conduct interviews in person, by email, and phone, synthesizing insights into compelling narratives for newsletters and publications that support school identity and community connection.

Marketing Intern - St. Louis University (Madrid)

January 2017 - May 2017

Houston, TX

- During an internship in Madrid, covered campus activities through photography and writing for student life publications and marketing materials. Edited copy for newsletters aimed at prospective and new students and collaborated with faculty to produce faculty newsletters, gaining experience in multicultural communication and educational marketing.