

# Sheldon Durstling

Communications Professional /  
Learning and Development Specialist /  
Educational Technology Entrepreneur



<https://www.linkedin.com/in/sheldondurstling>

## Profile

Over 20 years of experience in communications and nearly a decade of experience in educational design and programming. Always maintaining a focus on exceptional client experiences, my work incorporates bold vision, ambitious leadership, proven public education strategies, and the incorporation of novel technology to stimulate team creativity and optimize corporate growth in measurable ways.

## Leadership Experience

- Leadership Team member, Lynnwood School
- Jasper Place Catchment video projects lead, Edmonton Public Schools
- Cardboard Challenge (STEM) Committee member, Mathematics Committee member, Educational Technology Lead working group member
- Canadian Science Teachers Association Summer Conference presenter
- Makerspace (STEM) design and build co-lead

## Professional Experience

08/2012 - Present

### Teacher

Edmonton Public Schools

- Design and deliver instructional content aligned to provincial curricula
- Provide educational leadership to colleagues
- Train pre-service teachers to work more effectively in the classroom
- Consult with parents, administrative staff and community stakeholders to build stronger and more sustainable relationships

06/2019 - Present

### Founder

Video Pop

- Write, produce, film and edit high-quality video productions for a variety of industries (primarily in the Educational sphere)
- Help brands to better understand their corporate stories and to share their identities with their audience
- Actively use the Lean Business Model to craft highly effective segment messaging

07/2015 - Present

### Co-Founder

Ninja Plans

- Generated 1.3M page-views from 147,000+ visitors with ZERO ad spend
- Designed and developed an industry-specific platform for managing educational content, including subscription-based servicing
- Client support and data management lead specialist

10/2017 - 04/2018

## Learning Facilitator

University of Alberta

- Consulted with pre-service teachers and university professors on assessment practices and educational technology

06/2011 - 02/2012

## Specialist

Apple

- Provided world-class customer service to consumers
- Facilitated consumer learning related to new product purchases
- Provided triage support for a variety of Apple product issues

06/2002 - 08/2007

## IT Manager

Shippers Supply, Inc.

- Managed a small team charged with supporting the technology needs of 13 branches across western Canada

## Awards and Achievements

2019

### Education Champion Award

Autism Edmonton

- Awarded for my exemplary work with students who are on the ASD spectrum

2015

### Excellence in Teaching Award nomination

Alberta Education

- Nominated by parents, students, administration and colleagues
- Recognized outstanding Alberta teachers who are creative, innovative and effective in their teaching

## Education

2012

### Bachelor's of Education, (B.Ed.)

University of Alberta

## Unique Skills

- Frontend development (PHP, CSS, JavaScript)
- Google for Education certified
- Graphic design (full Adobe CC suite)
- Video production (Blackmagic, DaVinci Resolve)
- Copywriting
- SEO/analytical implementation and digestion (Google Analytics Certified)
- UI/UX design