

Fabian Freire, Ed.D.

Doctor in Adult Learning and Master
in Digital Communication

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Experience

2019 - Present: PEER PRAXIS LLC

Researcher-Practitioner of Digital Learning

- Research, curate and disseminate educational resources for developing online learning materials
- Oversee the configuration of learning activities and educational resources in learning management systems (LMS)
- Design and implement a digital asset management system for educational resources using GoogleDrive and a knowledge and project management system for online collaboration processes using Hive and Slack
- Stay abreast of latest developments of Zoom and GoogleClassroom apps for managing interactive online learning courses, live events and webinars
- Analyze platform usage data to assess learner engagement with educational resources and learning activities for agile optimization of courses
- Evaluate courses using student achievement rates and key performance indicators (KPIs)
- * Design and implement a communication strategy for marketing and digital engagement via the company website and social media channels
- Coordinate digital marketing and search engine optimization (SEO) for digital channels
- Collaborate with English language instructors to design ESL and ESP programs with matrixed course sequences
- Consult with instructional designers to develop learning activities, educational resources and student evaluations
- Contract creative services for producing videos, animations, infographics, and other digital media

Education

- 2019 - Doctor of Education (Ed.D.)
Teachers College, Columbia University
- 2007 - Master of Arts (M.A.) in Media Studies, The New School
- 2003 - Bachelor of Arts (B.A.) in Media Arts, New Jersey City University

Certificates

- 2023 (*in progress*) - Data Science Professional Certificate (HarvardX)
- 2020 - Creative Commons Certificate for Educators
- 2020 - What Works in Education: Evidence-Based Education Policies (BID)

Publications

- 2021 - Systemic Tensions in the MOOC Design Cycle: An Activity Systems Analysis upon Implementing edX for Latin America and the Caribbean (*Open Praxis*)
- 2020 - A Case Study of Work-based Learning of edX MOOCs for Latin America and the Caribbean (*Open Praxis*)
- 2019 - Work-based Learning through the Multidisciplinary Design of edX MOOCs for Latin America and the Caribbean

Experience (continued)

2009 - 2019: THE NEW SCHOOL

Associate Director of Digital Content

- 10 years of experience in higher ed administration, developing and implementing communication strategies and digital content plans for web design, multimedia platforms and social media channels
- 10 years of experience managing community engagement projects through the coordination of public events, guest lectures, symposia, exhibits, concerts, and performing arts in collaboration with academic, artistic and cultural organizations
- 10 years of experience investigating the latest digital media technologies and collaborating with IT for selecting digital asset management systems and multimedia platforms like Extensis Portfolio, Bynder, Kaltura Video Cloud, and Vimeo-Livestream
- 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
- Liaise with university leadership to resolve issues and develop policies related to Accessibility (ADA), intellectual property (IP), and student privacy rights (FERPA) for digital creative projects
- Facilitate media production and media publishing workshops for growing and engaging with target audiences through digital content for YouTube, Facebook, Instagram, LinkedIn, Twitter, and TikTok
- Supervise, cultivate, and motivate the performance of the digital content team, ensuring the professional development and efficient output of a digital asset manager, two video and photography creative producers, and a student assistant
- Manage creative projects through pre-production, production, and post-production, negotiating agreements with creative service providers and representing the university's interests throughout
- Message and promote continuing ed, pre-college, and professional certificate programs targeting individuals and corporate partners

Analytical Skills

- Qualitative research design and descriptive quantitative analysis
- Data science and data analysis with R and SPSS
- Academic writing and publication in scientific journals

Technical Skills

- Project management of online collaboration processes
- Digital asset management (DAM) + learning management systems (LMS)
- Creative Cloud: Premiere Pro, After Effects, Photoshop, Lightroom
- Digital video, livestreaming, and podcasting production

Languages and Regions

- English (expert, scientific-academic)
- Spanish (native)
- German (moderate)
- Regions: North America, Latin America and the Caribbean



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



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