

# CASSIOPEIA GUTHRIE

hello@cassiopeiaguthrie.com

## EDUCATION

**Doctor of Education in Educational Leadership**, University of California, San Diego and California State University, San Marcos (Joint Doctoral Program), *Anticipated completion 2026*

**Research Focus:** Politics, Policy, and Pressure: Studying San Diego Teachers' Affective Responses to Political Rhetoric in Polarized Times

**University Student Service:** Joint Doctoral Program Cohort Liaison, University of California, San Diego and California State University, San Marcos (2023-2024), Program Graduate Student Representative, California State University, San Marcos (2023-2027), Social Media Coordinator, Joint Doctoral Program (2024-2027).

**Recognitions:** CEHHS Student Champion for Inclusion, Diversity, and Equity Award (2025)

**Executive Master of Business Administration**, Quantic School of Business and Technology, 2021

**Specializations:** US Business Law, Start-up Entrepreneurship, Advanced Corporate Strategy

**Middle Level Teacher Education Program**, California State University, San Marcos, 2007

**Certificates of Advanced Study:** Bilingual (Spanish), Middle Level Education

**Credentials:** Single Subject (ELA, Social Science), Multiple Subject, Administrative Certificate of Eligibility.

**Certifications:** Ethnic Studies Education Certification (2024), Leading Edge Certification in Online and Blended Learning (2021), National Geographic Certified Educator (2019).

**Bachelor of Arts in Journalism, Minor: Spanish**, San Diego State University, 2006

Magna Cum Laude with Distinction in the Major, School of Communications/Wimer Scholarships

## RELEVANT TEACHING EXPERIENCE

- **Distinguished Teacher in Residence**, California State University San Marcos (July 2024 - Present).  
**Project R.I.S.E. (Recruiting Innovative and Supportive Educators) Faculty Fellow** (March 2025-Present).  
**Center ARTES Faculty Fellow of Interdisciplinary Innovation** (April 2025-Present).  
**Co-Chair**, School of Education Community Governance Committee (2025-2026).  
**Co-Chair**, Distinguished Teacher in Residence Committee (2024-2026).  
**Member**, Education Recruitment Committee (2024-2026).
  - Designs and teaches undergraduate, credential program, and graduate level classes including EDUC 350 (Foundations of Teaching as a Profession), EDMS/EDSS 511 (Elementary/Secondary Teaching and Learning), EDUC 603 (Equity and Access Practicum), EDMS/EDMI 545 (Science Methodology), EDAD 626A (Professional Field Studies Advanced).
- **District TOSA (Curriculum & Prof. Learning)**, Escondido Union High School District (Jan. 2021 - June 2024).  
Previously: **District Educational Technology TOSA** (2020-2021), **ERWC PLC Lead** (2019-2020), **ERWC/English/Journalism Teacher** (2018-2020). Concurrent: **District Communications/Design Support** (2020-2023).
  - Project managed curriculum processes, adoptions, and professional learning across all departments for district staff including development of conferences, events, and campaigns.
  - Taught ninth through eleventh grade English Language Arts, twelfth grade Expository Reading and Writing (ERWC), and CTE Journalism courses.
  - Served as Secondary Public Information Officer under the district's Emergency Operations Plan.
  - Designed annual blended and in-person instructional conferences for district-wide staff.
  - Increased 11% student enrollment in CTE in two years via "Choose You" campaign.
  - Earned 36.5k impressions (X), increased page reach 25% (Facebook), and captured engagement rates of 2.8-7.3% (previous average was 1.1%) via "Together At Last" campaign.
- **Consultant: Educational Communications, Curriculum, Graphic Design & Professional Learning** (Concurrent)
  - New Generation Equity: Supported presentation design for Equity Conscious Leadership Institute(s), providing branding guidance and optimizing existing materials to ensure cohesive design and accessibility standards.

- SDCOE: Equity Curriculum and Instruction Department: Rebranded WRITE 101 and 102 course content and developed a range of textual resources for use in interdisciplinary courses across county K-12 schools for SDCOE equity curriculum initiatives. Multilingual Education and Global Achievement Department: Curated, developed, and deployed materials for asynchronous Native Ways of Knowing micro-courses, created curricular materials to support the use of Native-written texts in classrooms, and facilitated webinar sessions for tribal communities and educators (NASMC, CDPH, Native Scholars Pathway).
- Roseville Joint High School District & Sierra Sands Unified School District, Cabinet: Developed public-facing documents, presentations, and campaigns, including community-wide outreach communications campaigns and rebranding of the districts' alternative education program as well as Superintendent communications materials.
- California Coalition of Early and Middle Colleges, Board: Provided graphic design and communications collateral support for a variety of resources for CCEMC/Calif. Dept. of Ed. use at the 2022 Annual CCEMC Summit.
- **Teaching Artist (Content Specialist)**, Calif. Center for the Arts, Escondido (Aug. 2012 - June 2013)
  - Designed curriculum for and deployed the grant-funded MyStory Literacy Through the Arts Program.
  - Coordinated and presented district-wide exhibitions at California Center for the Arts, Escondido.
  - Created and presented seminars at the Educators' Night Out event for K-12 content area educators.
  - Co-taught fourth grade classes about social science through a theatre lens with area teachers.
- **Director of Activities & Teacher**, Potter Jr. High School (Aug. 2009 - June 2012) and Earl Warren Middle School (Aug. 2007- June 2009)
  - Taught seventh and eighth grade English Language Arts, Social Science, English Language Development, ASB/Leadership, and Music courses.
  - Managed comprehensive student leadership program, overseeing and coordinating on-campus organizations and events, student organization finance, and marketing/communications.
  - Managed music program, planning and executing band concerts as well as the inaugural school Arts Festival for all visual and performing arts classes.
  - Received the first ever Pride of Potter Award (principal-awarded) and Newbie Award (staff-awarded).
  - Served on the school Leadership Team and School Site Council and advised the Builder's Club and Drama Club.

## SELECT CONFERENCE PRESENTATIONS

- **Regional, State, and National:**
  - Deeper Learning - *"Fabric of Resistance: Crafting Hope Amid School Rhetoric,"* Spring 2026\*
  - SDCOE Education Pathway COP - *"Design Program Innovation Lab,"* Fall 2025
  - CREATE Residency Professional Learning - *"Water Protectors Interdisciplinary Alignment,"* Fall 2025
  - CSUSM College and Career Readiness Summit, Fall 2025
  - Deeper Learning - *"Art as Advocacy: Leveraging Creative Expression for Equitable, Student-Centered Learning Environments,"* Spring 2025
  - Equity in Action: Rising to the Moment - *"Reimagining Communities of Care,"* Spring 2025
  - Future Educators Summit, Mesa College - *"Ideal School Innovation Lab,"* Spring 2025
  - Future Educators Summit, CSUSM - *"Ideal School Innovation Lab,"* Fall 2024
  - SDCOE Learning and Innovation Summit - *"Interdisciplinary PBL: Possibility, Passion, and Purpose,"* Fall 2024
  - ERWC State Conference, *"Leveraging Found Poetry to Assess Critical Thinking & Communication,"* Summer 2024
  - Deeper Learning Conference - *"Radical Dreaming for Education Futures,"* Spring 2024
  - SDCOE Infusing Native American Culture in the Curriculum Series - *"Facilitating and Encouraging Native Youth Leadership,"* Spring 2023
  - SDCOE Social Justice Collaborative: Ethnic Studies K-12 Curriculum Series - *"Layered Text Sets for Equity Curriculum & Instruction,"* Spring 2023
  - SDICCC Conference - *"Choose you: Activating Excitement for Student Choice,"* Winter 2022
  - SDCOE Instructional Design for Equity Pedagogy Course - *Recurring Sessions, 2021-2022*
  - BIPOC Support Foundation Anti-Bias/Anti-Racism Pedagogy Series - *Recurring Sessions, 2021*

- SDICCC Conference - *"Choose you: Activating Excitement for Student Choice,"* Winter 2021
- SDCOE Social Justice Collaborative: Ethnic Studies K-12 Curriculum Series - *Recurring Sessions,* Fall 2021
- California Canvas Collaborative - *"Blended Learning for Access and Equity,"* Fall 2021
- Canvas Resilient Educators Conference - *"Course Design for Student Success and Equity,"* Summer 2021
- SDPAL Roundtable - *"Diversity and Inclusion: AAPI Community,"* Spring 2021

#### **District:**

- Summer Jams - *"Art as Advocacy: Creative Expression in Subject-Area Classrooms,"* Summer 2025
- Camp Summer Jams - *"Radical Dreaming," "You Need a Manifesto,"* Summer 2023
- Professional Development Days (Improvement Science) Fall 2022
- Summer Jamz - *"Standards Breakdown in VAPA and CTE," "Inquiry and Engagement Through Exploration," "Personalizing Feedback for Growth,"* Summer 2022
- Symposium - *"Leveraging Blended Tools in a Post-Pandemic Classroom,"* Fall 2021
- EUHSD Symposium - *"Which Ed Tech Tool Do I Use For...?," "Leaning into Discomfort: From Trial to Triumph," "Lessons from Broadcast," "Create Community and Increase Accessibility,"* Fall 2020
- Curriculum Design Rollout - *"Best Practices in Blended Learning and Curriculum Design,"* Fall 2020
- Professional Learning Week - *"Questions About Google Classroom," "Developing Curriculum in a Remote Landscape," "A Week at a Time: Basic Hyperdoc How-To," "Remediation and Reassessment Using a Standards-Based Grading Approach," "Social Media for Teachers," "Project-Based Learning with Google Classroom,"* Spring 2020

## **OTHER PROFESSIONAL EXPERIENCE**

- **Journalist & Critic** (May 2022 - Present)
  - Writes regularly (87 reviews/interviews in the 2023 season) for San Diego Magazine, San Diego Story, and On the Craft.
    - Writer, San Diego Magazine. Amelia Rodriguez, associate editor. [sdmag.com](http://sdmag.com).
    - Staff Writer, San Diego Story. Mark Burgess, principal. [sandiegostory.com](http://sandiegostory.com).
    - Principal, On The Craft. [cassiopeiaguthrie.com](http://cassiopeiaguthrie.com).
  - Serves on the Executive Board of the San Diego Theatre Critics Circle, serving on Craig Noel Awards, Jimmy Awards Student Reporter Search, Reviewers of Tomorrow, and Public Relations committees.
  - Participates in the American Theatre Critics Association as a Regional Tony Awards adjudicator.
  - Recipient of six San Diego Press Club Awards for Excellence in Journalism:
    - Websites: Blog - Topic Based: *"On the Craft Reviews,"* [cassiopeiaguthrie.com](http://cassiopeiaguthrie.com) (2nd Place, 2025)
    - *"Review: La Jolla Playhouse's Babbitt,"* San Diego Magazine (1st place, 2024)
    - *"The Angel Next Door' Gets Laughs... But at Whose Expense?,"* [sandiegostory.com](http://sandiegostory.com) (Honorable Mention, 2024)
    - Websites: Blog - Topic Based: *"On the Craft Reviews,"* [cassiopeiaguthrie.com](http://cassiopeiaguthrie.com) (2nd Place, 2024)
    - *"Here There Are Blueberries explores the chilling layers of the perpetrators of Auschwitz,"* [sandiegostory.com](http://sandiegostory.com) (3rd place, 2023)
    - Websites: Blog - Topic Based: *"On the Craft Reviews,"* [cassiopeiaguthrie.com](http://cassiopeiaguthrie.com) (3rd place, 2023)
- **Senior Account Executive (Social Media/PR), ChicExecs PR & Branding** (Mar. 2017 - Aug. 2018)
  - Developed comprehensive social media and social PR strategies and content for 68 accounts across a wide range of industries while supervising a team of 8 social media executives, coordinators, and interns.
  - Led profitable seed funding and influencer campaigns for a variety of clients including a social media/PR Kickstarter campaign which raised over \$227,000 on a stretch goal of \$20,000.
- **Marketing Communications Manager, Sakura Bloom** (Oct. 2015 - Feb. 2017)
  - Managed marketing, communications, product launches, education, events, and compliance for a high-end B2B/B2C fashion retail textile company.
  - Designed and executed event strategy at major industry conferences, including design conception through build of the ABC Kids Expo B2B National Trade Show booth and the Flagship store in Leucadia and high-profile artist and celebrity collaborations.
- **Project & Compliance Manager/Distribution Manager, Baby Tula LLC** (Apr. 2013 - July 2015)

- Oversaw strategic publicity, marketing, social media, education, and distribution initiatives for an international textile company based in Bialystok, Poland.
- Designed and launched an eCommerce website to support B2B purchases by over 300 international retailers alongside multiple B2C/B2B product launches, resulting in 400% growth in a year.
- Managed United States CPSC and international compliance processes from federal safety standard approval through full implementation.

## COMMUNITY SERVICE

- **Executive Board Member & Project Lead**, San Diego Theatre Critics Circle (Nov. 2022 - Present)
- **Advisory Council & Project Lead**, BIPOC Support Foundation (Aug. 2020 - June 2022)
- **Brand Director, General Manager, President, 2nd Vice President, Board Member**, Patio Playhouse (Oct. 2010 - June 2022)
- **Ambassador, Board Co-Administrator, & Advisory Council Member**, San Diego Theatre Alliance (May 2020 - March 2022)
- **Director of Marketing and Public Relations, Advisory Council, Secretary, Board Member**, More Than Apples (July 2019 - July 2021)

## REFERENCES

Available upon request.