

CASSIOPEIA GUTHRIE

EDUCATION

Doctor of Education in Educational Leadership University of California, San Diego & California State University San Marcos (joint) <i>Research Focus:</i> Politics, Policy, and Pressure: Studying San Diego Teachers' Affective Responses to Political Rhetoric in Polarized Times <i>University Student Service:</i> JDP Cohort Liaison, UCSD/CSUSM (2023-2024), Graduate Student Representative, CSUSM (2023-2027), Social Media Coordinator, UCSD/CSUSM (2024-2027). <i>Honors and Awards:</i> CEHHS Student Champion for Inclusion, Diversity, and Equity Award (2025).	Antic. June 2027
Executive Master of Business Administration Quantic School of Business and Technology Specializations: US Business Law, Start-up Entrepreneurship, Advanced Corporate Strategy	Sept. 2021
Middle Level Teacher Education Program California State University San Marcos Certificates of Advanced Study: Biliteracy (Spanish), Middle Level Education Credentials: Single Subject (ELA, Social Science), Multiple Subject, Administrative. Certifications: Ethnic Studies Education Certification (2024), Leading Edge Certification in Online and Blended Learning (2021), National Geographic Certified Educator (2019).	May 2007
Bachelor of Arts in Journalism, Minor: Spanish San Diego State University <i>Magna Cum Laude with Distinction in the Major</i> Recipient, School of Communications Scholarship & Wimer Scholarship	May 2006

TEACHING EXPERIENCE

Distinguished Teacher in Residence <i>School of Education, California State University San Marcos</i> - Designed and instructed a wide range of undergraduate, credential program, and graduate level classes including Foundations of Teaching as a Profession, Elementary and Secondary Teaching and Learning, Equity and Access Practicum, Science Methodology, Advanced Professional Field Studies, and Clinical Practice Seminar. - Supervised middle and single subject teacher candidates in both traditional and bilingual clinical practice placements. - Served in strategic leadership roles, including co-chairing the School of Education Community Governance Committee (2025-2026) and Distinguished Teacher in Residence Committee (2024-2026), and serving on the Education Recruitment Committee (2024-2026). <i>Fellowships awarded:</i> - Project R.I.S.E. Faculty Fellow, leading strategic recruitment and diversification efforts for the School of Education - Center ARTES Faculty Fellow of Interdisciplinary Innovation, supporting arts integration via the CREATE Arts Residency	July 2024 - Present
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Curriculum TOSA (Teacher on Special Assignment)**2021 - 2024***District Service Center, Escondido Union High School District*

- Project managed curriculum processes, adoptions, and professional learning across all departments for district staff including development of conferences, events, and campaigns (e.g. led the development of curriculum for 26 courses, 70 professional learning pull-outs, and a 3-day (immersive, equity-focused) summer training in 2023-2024 alone).
- Appointed as Secondary Public Information Officer for District Emergency Operations Plan.

Educational Technology TOSA (Teacher on Special Assignment)**2020 - 2021***District Service Center, Escondido Union High School District*

- Designed annual blended and in-person instructional conferences for district-wide staff, including a week-long symposium for educational technology implementation during the COVID-19 Pandemic.
- Supported educational technology roll-out for 1:1 Canvas usage at all district sites.
- Designed instructional materials, trainings, and resources for district deployment.
- Served in a communications design capacity for District Cabinet, creating photos, videos, and social media/marketing collateral.
- Deployed a range of social media, print, and marketing campaigns to great success, including increasing 11% student enrollment in CTE in two years via "Choose You" campaign and earning 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.

English/Journalism Teacher, PLC Lead**2018 - 2020***San Pasqual High School, Escondido Union High School District*

- Taught ninth through eleventh grade English Language Arts and twelfth grade Expository Reading and Writing (ERWC) courses, serving as ERWC PLC Lead and on the district ELA textbook adoption committee.
- Served as instructor for the student journalism course and publication (The Eagle Eye), overseeing the move from a traditional newspaper to a digital platform and news magazine.
- Designed the district journalism curriculum to facilitate a shift from an ELA focus to an interdisciplinary arts/CTE focus.

Teaching Artist (VAPA Content Specialist)**2012 - 2013***Department of Education, California Center for the Arts, Escondido*

- Designed curriculum for and deployed the MyStory Literacy Through the Arts Program.
- Coordinated and presented district-wide exhibitions at the California Center for the Arts.
- Created and presented seminars at the Educators' Night Out event for K-12 educators.
- Co-taught fourth grade classes about social science through a theatre lens with area teachers at multiple elementary school sites.

Director of Activities & ELA/Social Science Teacher**2009 - 2012***Potter Junior High School, Fallbrook Union Elementary School District*

- Taught seventh and eighth grade English Language Arts, Social Science, English Language Development, and ASB/Leadership courses.
- Managed comprehensive student leadership program, overseeing and coordinating on-campus organizations and events, student organization finance, and marketing/communications.
- Served on the school Leadership Team and advised the Builder's Club and Drama Club.
- Received the first ever Pride of Potter Award (principal-awarded) and Newbie Award (staff-awarded).

ELA & Music Teacher

2007 - 2009

Earl Warren Middle School, San Dieguito Union High School District

- Taught seventh and eighth grade English Language Arts and Music courses.
- Managed music program, planning and executing band concerts as well as the inaugural Earl Warren Arts Festival for all visual and performing arts classes.
- Served on the School Site Council and advised the Drama Club.

Marching Band Instructor & Leadership Clinician

2002 - 2004

Warren High School (Downey, CA), Granite Hills High School (El Cajon, CA), Poway High School (Poway, CA), San Marcos High School (Goleta, CA), Hilltop High School (Chula Vista, CA)

- Taught marching technique, drill instruction, colorguard, music, and band leadership concepts at multiple sites across Southern California.
- Served as Visual Caption Head and head Marching Band Instructor for the 2003 and 2004 seasons.

CONFERENCE PRESENTATIONS

**scheduled

"Art as Advocacy: Creative Expression in Subject-Area Classrooms." June 2025. Summer Jams, Escondido, CA.**

"Art as Advocacy: Leveraging Creative Expression." Apr. 2025. Deeper Learning, San Diego, CA.

"Reimagining Communities of Care." Mar. 2025. Equity in Action: Rising to the Moment, Huntington Beach, CA.

"Ideal School Innovation Lab." Mar. 2025. Mesa Future Educators Summit, San Diego, CA.

"Ideal School Innovation Lab." Oct. 2024. Future Educators Summit, San Marcos, CA.

"Interdisciplinary PBL: Possibility, Passion, and Purpose." Aug. 2024. Learning and Innovation Summit, San Diego, CA.

"Leveraging Found Poetry to Assess Critical Thinking..." June 2024. ERWC State Conference, Sacramento, CA.

"Radical Dreaming for Education Futures." Mar. 2024. Deeper Learning, San Diego, CA.

"Radical Dreaming." June 2023. Camp Summer Jams, Escondido, CA.

"You Need a Manifesto." June 2023. Camp Summer Jams, Escondido, CA.

"Facilitating and Encouraging Native Youth Leadership." May 2023. SDCOE Infusing Native American Culture, Online.

"Layered Text Sets for Equity Curriculum & Instruction." Apr. 2023. SDCOE Social Justice Collaborative, Online.

"Choose you: Activating Excitement for Student Choice." Dec. 2022. SDICCC Conference, San Diego, CA.

"Intro to Improvement Science." Oct. 2022. Professional Development Days, Escondido, CA.

"Standards Breakdown in VAPA and CTE." June 2022. Summer Jamz, Escondido, CA.

"Inquiry and Engagement Through Exploration." June 2022. Summer Jamz, Escondido, CA.

"Personalizing Feedback for Growth." June 2022. Summer Jamz, Escondido, CA.

"Instructional Design for Equity Pedagogy." Recurring Sessions, 2021-2022. SDCOE Equity Pedagogy, Online.

"Anti-Bias/Anti-Racism Book Club." Recurring Sessions, 2021-2022. BIPOC Support Foundation, Online.

"Choose you: Activating Excitement for Student Choice," Dec. 2021. SDICCC Conference, San Diego, CA.

"Ethnic Studies K-12 Curriculum Series." Recurring Sessions, Fall 2021. SDCOE Social Justice Collaborative, Online.

"Blended Learning for Access and Equity." October 2021. California Canvas Collaborative, Online.

"Leveraging Blended Tools in a Post-Pandemic Classroom." Aug. 2021. EUHSD Symposium, Escondido, CA.

"Course Design for Student Success and Equity." July 2021. Canvas Resilient Educators Conference, Online.

"Diversity and Inclusion: AAPI Community." Spring 2021. SDPAL Roundtable, Online.

"Which Ed Tech Tool Do I Use For...?" Aug. 2020. EUHSD Symposium, Online.

"Leaning into Discomfort: From Trial to Triumph." Aug. 2020. EUHSD Symposium, Online.

"Lessons from Broadcast." Aug. 2020. EUHSD Symposium, Online.

"Create Community and Increase Accessibility." Aug. 2020. EUHSD Symposium, Online.

"Best Practices in Blended Learning and Curriculum Design." Aug.. 2020. EUHSD Curriculum Design Rollout, Online.

"Questions About Google Classroom." Spring 2020. Blended Learning PL Week, Online.

"Developing Curriculum in a Remote Landscape." Spring 2020. Blended Learning PL Week, Online.

"A Week at a Time: Basic Hyperdoc How-To." Spring 2020. Blended Learning PL Week, Online.

"Using a Standards-Based Grading Approach." Spring 2020. Blended Learning PL Week, Online.
"Social Media for Teachers." Spring 2020. Blended Learning PL Week, Online.
"Project-Based Learning with Google Classroom." Spring 2020. Blended Learning PL Week, Online.

OTHER PROFESSIONAL EXPERIENCE

Consultant: Educational Communications, Curriculum, Graphic Design & Professional Learning 2023 - Present

- 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.

Journalist & Critic 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.
 - Staff Writer, San Diego Story. Mark Burgess, principal. sandiegostory.com.
 - Principal, On The Craft. cassiopeiaguthrie.com.
 - Editorial Freelancer, Passport to San Diego. Cathy Hendrie, editorial and media manager. passporttosandiego.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 five San Diego Press Club Awards for Excellence in Journalism:
 - "Review: La Jolla Playhouse's *Babbitt*," San Diego Magazine (1st place, 2024)
 - "'The Angel Next Door' Gets Laughs... But at Whose Expense?," sandiegostory.com (Honorable Mention, 2024)
 - Websites: Blog - Topic Based: "On the Craft Reviews," cassiopeiaguthrie.com (2nd Place, 2024)
 - "Here There Are Blueberries explores the chilling layers of the perpetrators of Auschwitz," sandiegostory.com (3rd place, 2023)
 - Websites: Blog - Topic Based: "On the Craft Reviews," cassiopeiaguthrie.com (3rd place, 2023)

Senior Account Executive (Social Media/PR)

2017 - 2018

ChicExecs PR & Branding

- 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

2015 - 2017

Sakura Bloom

- 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

2013 - 2015

Baby Tula LLC

- 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.