

Maria Esperanza Macleod

Arlington, TX | 210-380-4840

macleod.esperanza@gmail.com | www.esperanzamacleod.com | linkedin.com/in/esperanzamacleod

Graphic Communication

Problem Solving/ Innovation / Time Management

Areas of Expertise:

- Brand Identity Development
- Print Design
- Digital Media
- Typography and Layout
- Illustration and Visual Storytelling
- Client Collaboration & Communication
- Photographic Retouching
- Basic knowledge of UX/UI Design
- Language Skills: Fluent in English/Spanish

Professional Summary:

Dynamic and innovative graphic communication designer specializing in translating ideas into visually stunning designs. Proficient in Adobe Creative Suite and experienced in both print and digital mediums, I excel in creating captivating visuals that effectively communicate brand messages. With a keen eye for aesthetics and a deep understanding of design principles, I collaborate seamlessly with clients to bring their visions to life. From branding and marketing collateral to web graphics and multimedia presentations, I thrive in fast-paced environments where creativity and precision are paramount. Seeking to contribute my innovative approach and proficiency in graphic design software to a dynamic design team.

Educational Background

AAS Graphic Communication, 2024
Tarrant County College | Northeast Campus

Photographic Retouching, 2023 | Tarrant
County College | Northeast Campus

Bible Counseling Training, 2020
Southwestern Baptist Theological Seminary

Real Estate Agent, 2018 | Champion Real
Estate School

Master of Education, 2008 | Concordia
University Texas

Bachelor of Arts, Interdisciplinary Studies,
2006 | University of Texas, San Antonio

ABA Business Administration, 2003 |
Northwest Vista College

Certificates

Generalist 4-8 | Bilingual Supplemental 4-8
| Secondary Spanish 6-12 | English as a
Second Language EC-12 | Special Education
EC-12 | Principal EC-12

Community

01/2006 to 01/2016 Club Sponsor -
Lead after school program (Good News Club)
to provide social development opportunities
and interactive lessons to lift self-esteem for
students in middle and elementary school.

01/2020 -01/22 - Kids Hope Mentor at Poe
Elementary School

Career Experience

Real Estate Agent

Real Estate Agent Lic. # 698998 -TX 2017/Present
Real Estate Owner -Probienes, Mexico, City, 1990-1996
A.M.P.I. Member - 1988-2023

Adjunct Professor | 1/2017 - 6/2018

University of Houston Downtown | Houston Community College, Houston, TX

Develop and deliver course materials in English as a Second Language and Bilingual Education classes within the College of Public Service. Collaborate with other instructors to ensure courses meet department objectives and curriculum approaches. Manage classroom activities in face-to-face, hybrid, and online teaching settings.

- Assist future bilingual educators in developing best teaching practices for their own classrooms.

Special Education Teacher | 7/2016 - 1/2017

Promise Community School, Ripley House Elementary/Middle School, Houston, TX

Developed productive curriculum and differentiated instructional techniques for elementary and middle school students. Planned and led classroom activities; created lesson plans. Communicated with students families and other teaching professionals, developing strategies to improve student engagement and academic success.

- Implemented Summit Personalized Learning Online Platform to assist in content delivery and assessment.
- Fostered a stimulating and motivating instructional setting to provide high-quality education.

Language Proficiency Assessment Committee Coordinator | 7/2007 -7/2016

San Antonio ISD, Fort Worth ISD, TX

Served as advocate of English Language Learner students. Identified program students, assessed skills, placed students in classes, managed instructional methods, assessed program goals, and communicated with parents.

Assistant Principal | 7/2014 - 7/2016
Dean of Instruction | 7/2013 - 7/2014
Fort Worth ISD, Fort Worth, TX

Collaborated with principal to manage all aspects of education at elementary school with 500 students and 70 staff members. Ensured curriculum aligned with the Gomez and Gomez TLE model. Managed instruction and mentored faculty in Newcomers Program, Language Center, Gomez and Gomez Dual Language, and English as a Second Language Programs. Recruited, developed, and assessed faculty and staff.

- Reduced student discipline referrals by 50% through implementation of PBIS discipline program.
- Developed and launched Secret Mentor program for at-risk students that assisted in academics and leadership skills; created Student Council and Safety Patrol Student Programs.
- Created community and public relations programs to foster productive relationships with neighborhood associations, local business, and community partners.
- Establish partnerships businesses in the community to strengthen programs for parents: AVANCE, CONCILIO to be engaged in their children's education.

5th Grade Teacher | 7/2012 - 7/2013
Woodrow Wilson Elementary School, Denton ISD, Denton TX

Manage bilingual classroom instruction utilizing the Gomez and Gomez two-way dual language framework. Assisted Spanish-dominant students in developing language skills through differentiated instruction.

- Assisted 33 students in earning 100% passing scores and 50% Advanced Academic Performance in STAAR Reading.
- Nominated as Presenter in Bilingual Education Association Metroplex for implementing technology.

5th Grade Teacher | 7/2009 - 7/2012
Pershing Elementary School, San Antonio ISD, San Antonio, TX

Developed successful classroom instruction models and managed program development to assist in student achievement to increase grade level. Promoted student development through comprehensive programs.

- Achieved high TAKS (2011) passing scores in Science 95%, Mathematics 91%, Reading 91%, and TAKS (2010) scores of Science 81%, Math 85%, and Reading 95%.
- Ranked #1 in District Awards for a Teaching Excellence (DATE) Grant.

Middle School Teacher | 7/2006 - 7/2009
Whittier Health Science Academy, San Antonio ISD,
San Antonio TX

Horace Mann Academy, San Antonio ISD, San Antonio, TX

Taught 7th grade English as a Second Language. Developed and delivered curriculum in collaboration with other teaching staff. Assessed student progress in writing and reading for 80 ESL students.

- Utilized interventions and Saturday school for at-risk students; achieved 80% content mastery in English.