

Melanie J. Fishbane, B.A., M.A.

Melanie J. Fishbane, B.A., M.A., M.F.A.

York University, Toronto, Ontario

PROFESSIONAL EXPERIENCE

Developing synchronistic and asynchronistic addendums, learning materials, and assignments for a COM101: Communicating Across Contexts and EAC273 Children's Literature
Employing up-to-date smart classroom strategies.

Designed and developed course outline and curriculum for GHUM 1017 Children's Literature.
Developing lesson plans, incorporating multimodal pedagogical strategies to:

- o Online: Children's Literature GHUM 1017
- o College English: COMM 1003
- o Business Communications: COMM 1047
- o College English: COMM 1007

Incorporating a variety of multimodal and smart classroom strategies in English and General Arts and Science classes, which include the following: College Reading and Writing Skills: WRIT 100; Professional Writing Skills: WRIT 200; Modern Literature: GLIT 200; Writing in the Digital Age 1 Foundation: PWRT 5002

Designed and developed course outline and curriculum for Writing for the Digital Age: Foundation course, part of the Professional Writing and Communications Graduate Certificate.

Member of the EDI committee for Humber's Faculty of Arts and Innovative Learning Department, developing Principles for EDI, consulting on incorporating pedagogical considerations, and developing materials.

Managed student hire to run LMMI's social media account, create digital assets, and new content for the website.

Mentored the Avery Award winning student on social media best practices for the University of Prince Edward Island, such as Twitter, Facebook and Instagram.

Assisted in LMMI's social media initiatives including promoting the L.M. Montgomery and Reading Conference.

Organized opportunities to engaging with writers and scholars, such as the Q&A with Liz Rosenberg and Julie Morstad, the author and illustrator of

Strategized and implemented digital marketing strategies for key initiatives, such as the launch Kindred Spaces, the promotion of three biennial conferences, and the launch of the

Daily monitoring and posting of LMMI's Facebook, Twitter and Instagram accounts.

Melanie J. Fishbane, B.A., M.A., M.F.A.

Provided monthly social media analysis to the L.M. Montgomery Institute's Committee Members.
Active member of the L.M. Montgomery Institute Committee (2014-2021).
Managed, wrote copy, and coordinated the redesign of www.lmmontgomery.ca in 2016.

During the residency for VCFA's Writing for Children and Young Adult Program.
Worked with the other GAs to facilitate the general orientation for first semester students.
Organized the recording of all graduate and faculty lectures.
Manuscript critiques for first semester students.
Assisted VCFA faculty and administration as required.

Manager of key revenue-generating portfolio for chapters.indigo.ca, including Home pages for Kids and Teens.
Social media relationship management of authors and publishers

Melanie J. Fishbane, B.A., M.A., M.F.A.

Winner of The Thomas Waugh Emerging Scholar Award: "The Book of Joanna: Re-Imagining Gender and Belief in Joanna Russ's ."
In Panel: Re-Imaginings: Creating Queer

Melanie J. Fishbane, B.A., M.A., M.F.A.