

# Rachel Kornak

Innovate • Educate • Connect • Inspire

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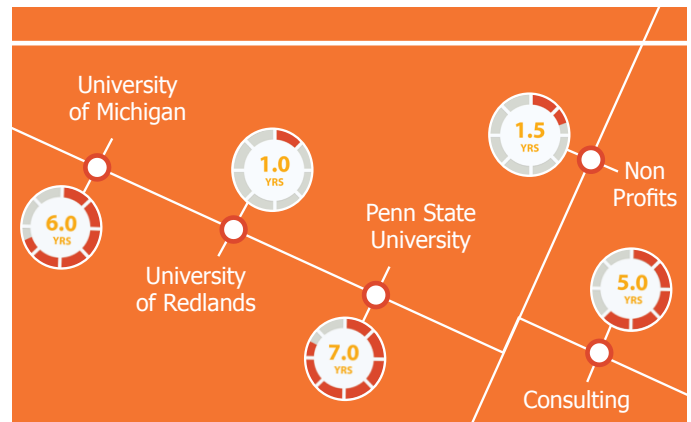
**e** rnk114@psu.edu  
**d** July 13, 2013

## DEAR HIRING TEAM

I'm eager to help educate and empower Esri's users. Together, we can better understand and transform our world with GIS!

I'm a tech-savvy, creative catalyst. I work at the intersection of geospatial technology, education, communication and design.

My ten year GIS career map spans multiple universities, non-profits, consulting firms and most recently, a geo start-up venture.



## ASSETS

I'm passionate about students and GIS.

I developed and taught GIS classes ranging from workshops to Masters level courses in the U.S., Thailand, India & England.

I consistently receive high student ratings as an online instructor in Penn State's Master of GIS & GeoDesign Programs.

I have direct experience with many of the top-rated online education programs from Harvard, Cornell, Standford, and Coursera.

I'm an outreach enthusiast. I've presented at over 100 geo-events around the world.

I am a Certified GIS Professional (GISP).

I started a volunteer organization and an e-magazine for students & recent grads.

I wrote several articles including "[The Geo Jargon Guide to GIS Leadership](#)" in ArcNews.

I have a diverse perspective from visiting over 40 countries and all 50 states.

## EXPLORE

[RachelKornak.com](#) - A web-resume I designed and built:

- [Promote](#) - gallery of videos, presentations and interactive map.
- [Impact](#) - flippable, digital portfolio of GIS projects.
- [Tech Tools](#) - summary of technical skills and software savvy.

[GeoPivot.org](#) - A fun, fresh, highly visual e-magazine I launched to share geo-stories.

[EmergingGISLeaders.org](#) - A digital mentoring site I created to educate aspiring GIS leaders.

[Environmental Applications of GIS](#) - A class I wrote & teach, part of Penn State's MGIS program.

I look forward to learning more about opportunities with Esri.

Sincerely,

Rachel Kornak

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## VISION

Expand the real-world impact of geospatial technology through innovative education.

## SAVVY

GIS • Technical Communication • Distance Education • Innovation • Graphic Design

## CREDENTIALS

### Degrees & Certifications

SEP 1999   NOW

**University of Michigan** - B.S. Environmental Geology & Spanish (4/03) • **Penn State** - Certificate in GIS (12/05) • **University of Michigan Dearborn** - M.S. Environmental Science (12/06) • **Cornell** - Certificate in Change Leadership (6/13) • **GIS Certification Institute** - Certified GIS Professional (GISP)

## GROWTH

### Continuing Education

JAN 2013   NOW

**Institutions** - Harvard • Stanford • Cornell University of California - Los Angeles • University of Massachusetts - Boston • University of Florida • **Topics** - Business Development • Marketing • Outreach • Creative Problem Solving • Innovation • Change Management • Distance Education

## CAREER SNAPSHOT

### Penn State University

JAN 2006   NOW

#### Faculty Member & Online GIS Instructor

Design & Write a Ten Week Environmental Spatial Analysis Class • Integrate ArcGIS Online for Organizations, ArcGIS Desktop & Spatial Analyst • Manage Instructional Team

### University of Michigan

JUL 2007   OCT 2012

#### GIS Manager & Instructor

Teach International Workshops • Collaborate with Organizations in 38 Countries • Lead Multi-Year GIS & Remote Sensing Projects • Create Technical Training Videos & Activities

### Environmental Firms

SEP 2003   JUN 2007

#### GIS Consultant & Project Manager

Initiate New Line of GIS Services • Facilitate Public Meetings • Design an Award-Winning GIS Application • Analyze Complex Spatial Data • Manage Teams and Subcontractors

### GeoPivot Magazine

APR 2013   NOW

#### Creative Director, Editor, and Owner

Envision & Launch New Venture • Develop Brand, Messaging & Marketing Collateral • Capture & Create Visual Geo Stories, Virtual Interviews & Video Clips • Design Website

### University of Redlands

JAN 2012   DEC 2012

#### Program Development Manager

Design and Implement New Visual Brand • Present Technical Partnership Pitches • Develop & Execute Marketing & Outreach Plans • Restyle Websites & Brochures

### Non-Profit Groups

OCT 1999   FEB 2001

#### Sierra Club and Human Rights Campaign

Exceed Fundraising Goals • Lead Outreach Initiatives • Train and Supervise Activists • Deliver Televised Press Conferences • Write Press Releases • Energize Canvassing Teams