

Crystal Renee Perry

crystal.renee.t.perry@gmail.com • (678) 315-2181 • [LinkedIn](#) • Hampton, GA 30228

Coaching, Community Organizing, Digital Design & Communications, Financial Literacy & Professional Development

Professional Experience

Melanated Pearl Corporation · Hampton, GA • 8/2017 – Present

FOUNDER, Chief Executive Officer

Melanated Pearl Corporation (MPC) is a 501 c3 non-profit organization designed to help Black women accomplish personal, professional, and financial success by providing a virtual space to seek advice, share resources, and share stories of triumph. Our mission is to celebrate the resilient, innovative spirit of the Passionate Engaged Activists, Resisting Limitations (PEARL) Girls across the world.

BellXcel formerly BELL • Boston, MA • (5/2012 – Present)

SENIOR DIRECTOR, PRODUCT DEVELOPMENT

Ensure the BellXcel approach to PD and adult learning is infused in the design and build of end-to-end PD modules, is grounded in adult learning principles, aligned to market research, and that adheres to the goals, timelines, and priorities of the BellXcel Product Roadmap.

- Drive the modularization and build-out of end-to-end PD units related to the 6 BellXcel categories and in adherence to content development and branding guidelines
- Actively seek out, conduct and stay abreast to market research, field trends and educational research, specifically related to adult learning theory, professional development trends/innovation, digital learning and communication, and others

SENIOR DIRECTOR, PROFESSIONAL DEVELOPMENT AND QUALITY • BOSTON, MA • (9/2017 –1/2019)

Facilitated training development for more than 500 executives, principals, and youth development advocates.

- Students enrolled in BELL powered summer learning programs gained an average of 2 months in literacy skills and 3 months in math skills.
- 91 percent of educators surveyed say BELL improved their professional skills and more than 92 percent found working with BELL personally rewarding. About 82 percent of scholar parents said they were more involved in their child's education and more than 92 percent stated they would recommend BELL to other parents.

NATIONAL SENIOR DIRECTOR, PARTNERSHIP IMPLEMENTATION • BOSTON, MA • (1/2016 –9/2017)

Oversaw all the training requirements including, training budgeting, planning, preparing documentation, scheduling training sessions, facilitating training, keeping records of courses, to amending, and revising programs.

Diagnosed training needs with the help of line managers.

- Facilitated training development for more than 200 executives, principals and instructional leaders.
- Supported BELL during its unprecedented growth in 2016 as the academic and enrichment model reached more students during the summer than any other time in the organization's 25-year history, serving 14,272 Pre-K-8 students at 135 sites, including more than 50 local Y associations, in 28 U.S. states and the District of Columbia.
- Enrollment increased by 10 percent compared to 2015.
- Increased student program enrollment from 2,000 students in 2015 to 4,500 students (across 22 states) in 2016, which resulted in learning gains of 2 months in reading and 1.5 months in math.

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NATIONAL DIRECTOR, POWER SCHOLARS ACADEMY • Senior Manager (1st role) • Boston, MA • (5/2012–2015)

Supported BELL's National Summer Learning Partnership Expansion Model.

- Improved the participation of students from 300 in 2013 to 2,000 in 2015. The Power Scholars Academy pilot launched in three cities in summer 2013: Hartford CT, Chicago IL, and Orlando FL. Led a follow-up effort to evaluate the success of the first-year pilot and developed a scale-up plan.
- Supported BELL during its unprecedented growth in 2016 as the academic and enrichment model reached more students during the summer than any other time in the organization's 25-year history, serving 14,272 students at 135 sites, including more than 50 local Y associations in 28 U.S. states and the District of Columbia, increasing enrollment by 10 percent compared to 2015.
- Increased student program enrollment from 2,000 students in 2015 to 4,500 students (across 22 states) in 2016, which resulted in learning gains of 2 months in reading and 1.5 months in math.

ATLANTA PUBLIC SCHOOLS INSTRUCTIONAL LEADERSHIP • Various • (6/2000 – 5/2012)

Atlanta Public Schools is the sixth largest school district in the state of Georgia, serving 52,000 students across 88 schools.

- Created various courses and modules aligned to Georgia Teacher and Leadership Standards and maximized development of teachers, staff, coaches, and supervisors.
- Designed various courses and programs, including daily lesson plans and materials, to follow the data driven instruction for improved, student-focused methodologies.
- Completed classroom observations and evaluations of staff. Recorded staff's performance to target developed a staff reward system.
- Managed sets of customized lesson plans and schedules to optimize all aspects of the student data and discipline. Coordinated actively with subject matter experts to design curricula that was differentiated and achieved learning objectives.
- Assessed the training needs of multiple departments and gathered feedback from stakeholders.

Education

- **Master of Arts in Writing and Digital Communication** | AGNES SCOTT COLLEGE, Decatur, GA
- **Master of Arts in Early Childhood Education** | GEORGIA STATE UNIVERSITY, Atlanta, GA
- **Bachelor of Arts in African American Studies** | AGNES SCOTT COLLEGE, Decatur, GA

Volunteer Work & Community Engagement

- **Board Member**, Clayton County Library · 6/2019 – Present
 - **Budget Oversight Committee**, Clayton County Public Schools · 1/2019 – 5/2019
 - **Health & Wellness Chair**, Women of Clayton County (WOCC) · 7/2017 – Present
 - **Board Member, Communication Chair**, Atlanta Coalition for Educational Equity (A.C.E.E.) formerly ONE Atlanta · 6/2015 – Present
 - **Court Appointed Special Advocate (CASA)**, Clayton County Juvenile Court · 8/2014– 1/2019
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Certificated Early Childhood Education | Certificated Educational Leadership |
Atlanta Public Schools Superintendent's Mini-Grant Recipient | Featured in GA State University Milestones:
Teaching: The Best Alternative