

# Thomas Songer

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## Senior Production Designer & Curriculum Developer

Curriculum Designer & Learning Experience Developer with 15+ years creating standards-aligned, compliance-ready programs. Founder of WorldTeachPathways™, delivering GED, CTE, and ESL curricula that improved retention by 25% within one year. Skilled in LMS integration, instructional design, and accreditation support with 90% client success.

### WORK EXPERIENCE

#### **Cole Middleton Group • Orlando, Florida • 05/2021 – Present**

##### **Partner for Training and Curriculum Development Senior Consultant**

- Independently designed SCORM/H5P e-learning content, increasing student retention by 25% in one year.
- Developed training playbooks and accreditation toolkits, cutting onboarding time by 20% and boosting client acquisition by 20% within six months.
- Guided schools through **accreditation readiness**, achieving **90% success** across U.S. and international institutions (2022–2023).

#### **WorldTeachPathways™ (DBA WorldTeachESL LLC) • Orlando Florida • 08/2015 – Present**

##### **Managing Partner – WorldTeachPathways™ | Instructional Design, Accreditation, and LMS Integration • Board**

- Led audits, reviews, and course redesigns aligned with DOE/IBEC standards, improving compliance and performance within two quarters.

#### **Bright Scholar Education Group (China) | Ministry of Education Training Center (China) • Guangzhou Guangdong China • 02/2015 – 04/2025**

##### **Curriculum & Faculty Trainer | Director of Training & Development • Contractor**

- Improved audit readiness 100% in one academic year with blended and self-paced training.
- Boosted student performance 30% within two semesters using digital and multimedia tools.
- Raised IB pass rate from 43% to 85% within three academic years through performance improvement, lesson planning, collaboration with SMEs, and Blackboard LMS integration.

### SKILLS

#### **WorldTeachPathways™ (DBA WorldTeachESL LLC):**

Accreditation & Standards Alignment, Agent Orchestration & Automation, Analyzing, Coding, Collaboratively, Deployment, Design And Technology, Faculty & Professional Development, GitHub, Implementation, Infrastructure, Leadership, LLM Engineering & Tool Calling, MLOps & Observability, Moodle, Organizational Development, Policy and procedure, Project & Program Management, Resourcing, Retrieval-Augmented Generation (RAG), Strategic Consulting & ROI Analysis, Universal Design For Learning, Videos, Workflows

**Coldwell Banker • Orlando Florida • 04/1989 – 08/2015**

**REO Project Manager & Team Owner – Songer & Morris Team • Contractor**

Managed operations of a top-performing Coldwell Banker team, overseeing \$3B in assets and 7,000+ homes sold over 35 years. Directed project management, compliance, and client relations while leading a team ranked among the top in the nation.

- Led Florida's #1 Coldwell Banker Team and ranked #6 worldwide in 2009, completing \$85M in transaction volume across 1,000+ sales.
- Selected to NRT's "Top 100 Teams" and *Wall Street Journal's* Top 100 Teams by transaction sides in 2009, highlighting consistent national impact in 2010 and 2011..

## CERTIFICATIONS

**Florida Department of Education Licensed**

Florida Real Estate Commission

**Adobe Captivate Certification**

Adobe

**Graduate Certificate in Instructional Design & Technology**

University of Phoenix

**Articulate Storyline Essential Training**

LinkedIn

**Microsoft® & Google™ Certified**

Google for Education

**Learning SCORM and Tin Can API**

LinkedIn

**AI Assistant in Articulate 360**

LinkedIn

**Measuring Learning Effectiveness**

PMI Registered Education Provider

## PROJECTS

**GEDWay™ Digital Curriculum Development •**

04/2023 – 07/2023

Founder & Lead Instructional Designer | WorldTeachPathways™ | 2023

- Designed and launched a SCORM/H5P-compliant GED preparation program for Canvas and Moodle, targeting adult learners and vocational schools.
- Created interactive modules across Reasoning Through Language Arts, Math, Science, and Social Studies, incorporating adaptive learning pathways and data-driven assessments.
- Collaborated with a cross-functional team of 5 instructional designers and subject matter experts, delivering the project within a 3-month development timeline.

**Curriculum & Faculty**

**Trainer | Director of**

**Training &**

**Development:**

ADDIE Instructional Design Model, Adobe Creative Suite, Adult Learning Principles, Assessment & Evaluation Strategy, Canvas, Competency-Based & Adaptive Learning, Content Development, Curriculum Development & Alignment, Customer Service, Educational Technologies, Experiential Learning, Instructional Design Methodologies, Learning and development, Learning Theory, Manage multiple projects, Microsoft office, Needs Assessment, Organizational Skills, Presenting, Problem-solving skills, Stakeholders, Teaching, Team-oriented, Training And Development

**Managing Partner |**

**Curriculum Developer:**

Authoring Tools Proficiency, Blackboard, Course Evaluations, Creation and management, Curriculum Mapping, E-learning, E-Learning Development, Engagement and retention, Graphic Design, Instructor-Led Training, Learning Management Systems (LMS), SCORM/xAPI/H5P Compliance, Taxonomy, Verbal Communication Skills, Writing

- Result: Improved learner retention by 25%, reduced course attrition, and secured positive client feedback with a 90% satisfaction rating.

### **Medical Assisting 8-Week Certification Program •**

02/2021 - 05/2021

Curriculum Designer & Consultant | Cole Middleton Group

- Designed a comprehensive 8-week Medical Assisting program with 8 interactive modules, integrating SCORM/H5P activities, case-based learning, and assessment rubrics.
- Aligned curriculum with Florida DOE and IBEC compliance standards, ensuring accreditation readiness.
- Delivered a blended learning experience using Canvas LMS, combining online simulations, quizzes, and project-based labs.
- Result: Supported accreditation approval for the client school, improved student engagement scores by 30%, and reduced content delivery time by 20%.

### **VOLUNTEERING & LEADERSHIP**

#### **Orange County Public School • 01/2020 - Present**

Registered Teacher

#### **American Cancer Society • 01/1995 - Present**

Volunteer Driver • ORLANDO, FL

### **PUBLICATIONS**

#### **Case Study: Real Estate Onboarding & Compliance Training**

WorldTeachPathways

Developed and delivered a real estate onboarding curriculum emphasizing compliance, client service, and retention. Designed training modules on regulatory standards, property law, and ethical sales practices. The program contributed to a 400% year-over-year increase in sales volume, improved agent retention and performance, and maintained compliance with state and federal regulations

### **EDUCATION**

#### **Master of Education in Curriculum and Instruction**

University of Phoenix

Arizona

GPA: 3.95

01/2020

#### **Bachelor of Arts in English Literature**

University of Phoenix

Arizona

GPA: 3.85

01/2019