

CURRICULUM VITAE

Scott Clark
Bothell, WA 98021
425-205-1040 | scott-clark@outlook.com

Educational Approach and Subject Matter Focus

My approach to education was shaped by international teaching assignments in India, the Philippines, and Mexico. Working with young adults, ranging from high school-level learners to recent college graduates, revealed how profoundly instruction affects confidence, performance, and long-term success. Their progress reflected the quality of my teaching in real time, and those experiences established the foundation for the student-centered model I use today.

I am proficient in Canvas and create instructional materials using both LMS tools and third-party applications. When developing content, I apply Mayer's Multimedia Principles to increase cognitive clarity and strengthen students' sense of instructor presence. In online environments, I often incorporate multi-webcam setups to provide a first-person perspective and make virtual sessions more immersive. My course design aligns with Universal Design for Learning principles to maximize accessibility and ensure that the widest range of students can engage with the material.

As an early technology adopter, I have been using Virtual Reality for over a decade and continue to explore its instructional potential. My preferred educator tools include Edpuzzle, Prezi, Padlet, Canva, and Kahoot. When supported by institutional policy, I will integrate AI tools to model ethical use and enhance learning.

Grounded in constructivist principles, my lessons promote active learning and emphasize real-world application. Most young adult learners come to class already connected to personal learning networks, and when these networks are encouraged as supportive extensions of the syllabus, student engagement and persistence increase. This is particularly important for marginalized or underrepresented groups.

Technology enhances instruction, yet meaningful outcomes ultimately come from the teacher-student connection, which is guided by sound pedagogy and aligned with institutional goals.

Formal Education

PhD, Leadership, Instructional Technology University of the Cumberlands, Williamsburg, KY	2024
MS, Human Relations, and Business Amberton University, Garland, TX	2009
Graduate Certificate, Project Management Amberton University, Garland, TX	2008
BA, Communications Washington State University, Pullman, WA	1989

Articles and Research

Clark, S. (in press, 2026). Leveling Up Loyalty: How Gamification Can Power-Up Employee Retention. In G. Benson (Ed.), Employee Retention and Loyalty in the Modern Workplace. IGI Global. ISBN: 978-1-6684-7090-4 (Feb. 2026).

Clark, S. (2024). "I Learned That Online": A Quantitative, Correlative, Non-Experimental Investigation into the Relationship Between a Personal Learning Network and Classroom Self-Efficacy. [Doctoral dissertation]. University of the Cumberlands.

Industry and Professional Experience

Communications Coordinator
Atlantis, Phoenix, AZ (Remote)

2021 to Present

Manage job requests and client relationships, coordinate resources, and support web design and email communications.

Service Delivery (Vendor) Manager, Lead Technical Advisor, Trainer
Microsoft, Redmond, WA

2003-2022

Managed vendor relationships for four call centers, handling over 67K customer touchpoints annually.

Delivered training seminars to college-age adults around the world, including locations such as the Philippines, Mexico, and India. Analyzed de-aggregated data to determine groups that needed additional focus. These training seminars scored 92% at the two-month post-knowledge testing.

Adapted communication, leadership, and cultural awareness to engage with eight third-party company managers overseeing a 200-person support team operating in multiple languages across six countries.

Implemented change management processes to maintain customer access during 3rd-party vendor moves, changes, and depreciations.

Instructed operations and team managers on delivering exceptional customer support across chat, phone, email, and social media channels. Call centers supported all possible channels, both inbound and outbound, including innovative early support via Twitter.

Balanced multiple leadership approaches to maintain a customer focus via an agent focus. Applied transactional leadership in a high-touchpoint, metric-driven business, while practicing servant leadership to ensure the human element was always acknowledged. Agent churn, the most impactful metric in call centers, was reduced.

Stayed within the allocated \$900K monthly budget across multiple engagements over multiple years.

Generated an \$8.75 million revenue uplift in 2019 by optimizing customer advertising during outbound calls, based on a one-year measure of outbound call customer engagement vs. a static group of customers that did not receive coaching. This increased customer search advertising conversions by 31% through joint team collaboration and analysis of which days customers were most likely to engage vs. convert.

Resolved high-dissatisfaction customer cases through onsite communication coaching, 3rd-party collaboration, leadership, and targeted training initiatives. Improved five-point customer satisfaction scores from 2.6 to 3.9.

Leveraged Business Intelligence tools to support decision-making through pivot tables, large dataset queries, and AI-based sentiment analysis.

Reduced inbound call answer times from over a minute to 10.8 seconds through cross-training and workflow optimization. Trained multiple, disparate teams on the most common customer issues, doubling the number of inbound agents available.

Designed culture-focused programming that increased agent tenure and decreased cost per incident (CPI) by 32%.

Oversaw worldwide Business Continuity Planning (BCP), routing thousands of calls and hundreds of agents to remote locations during emergencies. Maintained 100% 24/7 uptime in customer access during tropical storms and hurricanes that closed entire call centers.

Resolved executive-level escalations for complex customer concerns about Hotmail. Resolved hundreds of issues over a two-year span using communication best practices, timely engagement, and executive communication. This prevented more costly escalations and negative press.

Trained 3rd-party engineers on technical support protocols, customer communication best practices, and internal tools process flow. Delivered in person and through ad hoc Teams video calls.

Established new escalation processes, streamlining workflows, and strengthening partner team relationships using Business Process Model and Notation (BPMN) tools, and Kotter's change model.

Conducted new employee orientation (NEO) training for new hires, measured by their technical issue resolution rates. New employees who received training during my NEO program generated 1/5 fewer calls to our internal help line.

Software Test Engineer, Technical Support, Trainer 1993-2002
Attachmate Corporation, Bellevue, WA

Led a 5-person Tier 3 Support team, facilitating complex networking calls, trained new hire employees, set up and maintained a 40 PC network lab, and did advanced scripting in software testing.

Gas Price Data Analyst, Customer Support, Budgeting, SQL 1989-1992
Chevron USA, Seattle, WA

Performed market analyses to assess competitor pricing trends, managed the \$14 million budget allocated to build new gas stations, provided technical support for field representatives, created automated scripts to help new pc users, created custom reports by building queries with IBM DB2 SQL, and trained peers in the use of PCs and laptops.

Military Experience

Quartermaster 2nd Class Petty Officer (QM2) 1981-1985
USS Hawkbill; Naval Station Pearl Harbor, HI.

Executed submerged navigation during months-long deployments, led a three-person team as Lead Petty Officer, and provided regular training on navigation essentials.

Licenses and Certificates

Customer Operations Performance Center (COPC), COPC, Inc. 2020

Six Sigma Green Belt (Quality), Six Sigma 2013

Cisco Certified Network Associate (CCNA), Cisco 2002

Numerous prior certificate degrees, such as Novell CNE, University of Washington Data Communication, and Navy certifications, such as Submerged Navigation.

Scholarly and Professional Presentations

"University of the Cumberlands Virtual Summit" 2025
Online
Williamsburg, Kentucky.

Presented dissertation research at an all-day, multi-room virtual summit, focusing on practical applications of personal learning networks to reduce student attrition.

"It is all about the Phone Agent" 2018
Call Center
Quezon City, Philippines

Delivered a formal presentation to 150 call center agents and leaders, reframing leadership focus toward agent success rather than a customer-only perspective.

"The Dynamics of Communication in Business" 2016
Distributive Education Clubs of America (DECA) Western Region Leadership Conference (WRLC)
Seattle, WA

Served on a three-person team delivering a custom 60-minute lecture with live Q and A to 400 high school attendees.

"Virtual Reality" Presentation Series 2015-2016
Seattle Northshore Library System, Bothell, WA

Created and led a public VR demonstration series at the Bothell Library, introducing emerging virtual reality technology through hands-on sessions from 2015 to 2016.

Community Service and Social Contributions

Canyon Hills Community Church, Bothell, WA 2025-2026
Microsoft Annual Day of Caring, Seattle, WA 2003-2021
Playground Parent Volunteer, Shelton View Elementary School, Bothell, WA 2017-2018
High School Debate Volunteer Coach, Cedar Park Christian School, Bothell, WA 2015-2016
Speech Competition Volunteer Coach and Judge, Toastmasters Seattle, WA 2012-2016
Volunteer, Uplift Northwest (formerly Millionaire Club Charity), Seattle, WA 1989-1992

Awards and Honors

2nd Place, Toastmasters District Two, Division Speech Evaluation Competition 2015
2nd Place, Toastmasters District Two, Division International Speech Competition 2014
1st Place, Toastmasters District Two, Division International Speech Competition 2013
Team Communicator of the Year Award, Microsoft 2012, 2014
"Go-To Guy" Gopher Award, US-Based, Microsoft 2012
Quarterly IMPACT Award: Puget Sound All-Star, Microsoft 2011

Significant awards from the US Navy included three Naval Battle "E" Awards and the Lewis and Clark Campaign Service Expeditionary Medal.

Corporate Business, Communication, and Leadership Training

I received extensive training in business, management, leadership, finance, technology, and communication across three different companies, in college leadership roles, and in the US military.