

## **Ten Elyse - Principal Teacher, Social Media Academy**

### **Professional Background:**

Ten Elyse brings a wealth of experience and a proven track record of success in both the technology and community development sectors. Her background uniquely positions her to lead the Social Media Academy, ensuring that it delivers exceptional education and real-world skills to students.

Ten is a Salesforce Certified Administrator with over six years of hands-on experience on the Salesforce Platform. As a meticulous, data-driven thought leader, she has consistently demonstrated her ability to translate complex Salesforce data into actionable insights. Ten is adept at customizing platforms to meet diverse organizational needs. This capability has been honed through her roles in various high-impact positions, where she has facilitated strong client relationships and engaging training sessions.

### **Previous Experience:**

Ten has extensive experience in the tech industry, having worked for a leading technology company renowned for being number one in its field of engineering and technology. In this role, she led a team in developing training curricula for customers, bridging the divide between complex software and end users, both nationally and internationally. This experience underscored her ability to make robust technical concepts accessible to all, a skill she continues to employ in her current endeavors.

Additionally, Ten's background includes strategic roles in customer success and account management, where she managed extensive books of business via CRM software, drove technology adoption post-implementation, and consistently provided unique solutions that exceeded customer expectations.

### **Charity Work and Community Impact:**

Ten is the founder and has been the driving force for the past five years behind Charity Services Midwest, a beacon of hope and transformation that addresses urgent community needs through sustainable development. Her flagship program, Lead, Seed & Feed Fresh Produce Delivery, exemplifies her holistic approach to community engagement. By transforming a vacant lot into an intergenerational garden, Ten created a space where elders teach children gardening and life skills in a fun, interactive environment. The program's mission, "Feed the neighborhood one block at a time," highlights its impact on food security and community cohesion. You can learn more about the program's impact [here](#).

**Educational Initiatives:**

Ten has demonstrated excellent classroom management and an ability to captivate and motivate young people. Her passion for education and technology led her to develop and launch the Social Media Academy, a program designed to tackle digital literacy by teaching advanced digital skills.

**Vision for the Social Media Academy:**

Ten's vision for the Social Media Academy is rooted in her rich history of successful program development and her deep understanding of community needs. The Academy aims to provide middle and high school students with hands-on training in digital marketing, content creation, and data analytics, equipping them with the skills necessary for the modern job market. Her experience as a Database Systems Administrator further solidifies her ability to support users and customize platforms to bridge the gap between business and technology.

**Conclusion:**

Ten Elyse's extensive experience in technology, community development, and education positions her uniquely to lead the Social Media Academy. Her proven ability to create and manage successful programs ensures that the Academy will exceed expectations and deliver exceptional results. Ten's dedication to empowering students with advanced digital skills aligns perfectly with Crossroads Prep's commitment to high-quality education, providing students with the knowledge and tools they need to excel in their future careers. This guarantees the program's exceptional quality and the positive impact it will have on its students and the broader community.