

Bette A. Ludwig



E-mail: contact@betteludwig.com



Website: www.betteludwig.com

Computer Skills

Microsoft Word, Excel & PowerPoint • Google Docs • Canva • ChatGPT & Generative AI Tools • Database & Computer Applications

Experience/Portfolio: www.clippings.me/betteludwig

Freelance Writer and Content Developer: *Self-Employed 2022-Present*

- Develop research-based articles, educational guides, workbooks, newsletters, website content, social media posts, and digital resources for varied audiences.
- Produced a complete AI literacy program for students and parents, including course content, guides, workbook materials, graphics, videos, digital resources, and website presentation.
- Built and designed betteludwig.com from start to finish, including all written content and many of the graphics.
- Write long-form features and commentary on AI, education, leadership, workplace issues, and psychology, with several pieces reaching substantial readership on Medium.
- Manage multi-part content projects from initial research through writing, editing, organization, visual presentation, and publication, including the [Psychology of Workplaces](#) publication on Medium with over 42K followers.
- Create supporting graphics/visual materials in Canva for articles, guides, websites, newsletters, and educational content.
- Apply SEO practices including keywords, titles, and meta descriptions for online content.

Selected Results: 124K views on a research-based AI feature, 88K views on a leadership essay, and 15.6K views on an AI/workplace article.

Academic Advisor | Program Coordination & Content Development: *Western Michigan University; Kalamazoo, MI 2008-2022*

- Created and updated student-facing website content, transfer guides, academic resources, timelines, checklists, and program materials across several university departments.
- Designed and maintained an informational website for psychology students that generated more than 135,000 page views.
- Wrote and coordinated high-volume communications each semester for approximately 1,000 students.
- Designed and taught a First Year Experience course for pre-psychology students.
- Developed surveys and assessment materials to evaluate student learning, advising effectiveness, and service quality.
- Organized orientation programming for approximately 200 incoming aviation students and coordinated information across students, faculty, and university staff.

Education: BA, Psychology, Michigan State University, MI; MS, Counseling/Post-Secondary Education, West Chester University, PA; PhD, Educational leadership, Western Michigan University, MI