Craig Smith

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I am an experienced digital education professional with over 25 years of experience helping people confidently use technology. My career spans scientific research, ICT teaching, digital apprenticeship delivery and learning technology in higher education, giving me an unusual combination of analytical thinking, teaching experience and hands-on technical skill. I specialise in making complex digital processes clear and accessible through instructional video production, platform administration and practical digital skills training. I have direct experience of platforms including Blackboard Ultra, Canvas, Aptem, OneFile, Microsoft 365 and SharePoint, and have worked with diverse audiences across public and private sector organisations. My most significant project involved leading the transition from face-to-face to fully online digital inductions for over 4,000 police officers and trainers across four forces. My work was commended directly to my Director by West Mercia Police.

CORE SKILLS

- **Learning Technologies and platforms**
    - **VLEs:** Blackboard Ultra, Canvas
    - **Apprenticeship Management Systems:** Aptem, OneFile
    - **Web & Digital Tools:** Microsoft 365, SharePoint, Teams, WordPress, HTML5, CSS
    - **AI productivity Tools:** Google Gemini, Microsoft Copilot, Adobe Firefly
- **Video Production and delivery:**
    - Instructional video production and screencasting: OBS Studio, Adobe Premiere Pro
    - On-camera delivery and live training via Microsoft Teams
- **Professional Qualifications & Accreditations:**
    - PhD in Synthetic Organic Chemistry
    - Certified Membership of the Association for Learning Technology (CMALT)
    - Qualified Teacher Status (QTS).

EMPLOYMENT HISTORY

Digital Education Officer at the University of Staffordshire

02/2025 to Present

- Redeployed following an institutional restructuring, expanding core technical support across wider university.
- Provide university-wide digital skills training and technical problem-solving for academic staff to support learning and teaching.
- Offer guidance and technical support on the use of educational technologies in HE, including media creation, online learning materials, Turnitin and the effective use of the Blackboard VLE.

Online Learning Technologist at the University of Staffordshire

08/2019 to 01/2025

- **Key Achievement:** Designed, and implemented a 100% online Digital Skills Induction, onboarding over 4,000 student police officers across four police forces.
- **Key Achievement:** Led the Institute of Policing's successful migration to Blackboard Ultra in 2023, ensuring a smooth transition for all staff and learners.
- Provided technical administration and problem-solving for academic staff and police trainers across four police forces for the Police Constable Entry Route programmes (PCER).
- Produced instructional how-to videos and user guides for a bespoke Aptem apprenticeship management system, enabling student police officers to navigate the platform independently and effectively.
- Provided technical training in media creation and the use of the Blackboard VLE and effective remote delivery via Microsoft Teams.

Tutor/Assessor for Digital Marketer Standard Apprenticeships at SR Education, Nottingham

08/2018 to 08/2019

- Delivered technical training for the Digital Marketer Level 3 apprenticeship standard, covering HTML5, CSS, and Google Analytics IQ, using Canvas LMS for course delivery and administration.

- Managed the end-to-end learner experience through Functional Skills support (Maths and English), utilising e-learning, e-portfolios, and workplace observations.

IT Trainer at Highbury Apprenticeships, Birmingham
02/2018 to 07/2018
- Delivered technical training in ICT Systems and Principles for apprentices, alongside IT User Skills (ITQ) and employability training for learners entering the workforce.

Social Media & Digital Marketing Trainer at New Horizons, Birmingham
08/2017 to 10/2017
- Delivered Social Media and Digital Marketing apprenticeship training through both traditional classroom teaching and live virtual classrooms using Canvas as a learning resource repository.
- Facilitated the achievement of vendor qualifications, including the CIW Internet Business Associate and Site Development Associate standards.

Assessor (part-time) at Creative Alliance, Birmingham
07/2015 to 07/2017
- **Key achievement** - Achieved 100% pass rate with my case load.
- Assessor for apprenticeships in Creative & Digital Media (Level 3) and Digital Marketing (Level 3).
- Supported learners via OneFile e-Portfolio, e-Learning, face-to-face meetings and workplace observations.

Director of Magicshirt Limited
01/2014 to 12/2017
- My own business which offered services in video production using Adobe Premiere Pro and Photoshop.
- Helped businesses to improve their online presence and improve their online marketing with video.
- Provided small businesses with software training, IT support and problem-solving.

EDUCATION

Assessor Bank, Leicester
Level 3 Certificate in Assessing Vocational Achievement (CAVA) (Edexcel)

Shaw Academy
Level 4 Foundation Diploma in Digital Marketing (Distinction)

The Open University
Certificate - Using VLEs in my teaching

University of Birmingham
Post Graduate Certificate in Education (PGCE), Science: Chemistry

University of Leicester
Ph.D. in Synthetic Organic Chemistry

University of Leicester
B.Sc. (Hons.) Biological Chemistry, Degree Class: 2(i)