

RAINI (LAYNE) MADDERA, MA, MPA, CPM, TEFL

Texas-based professional available to work remotely.
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My goal is to support initiatives that positively impact individuals, social segments and the world in general.

EMPLOYMENT

Professional & Editorial Services

1985 - current

Contractor/Freelancer – Sample of work current and completed projects

- Research and implementation of POD (Product on Demand) business model (integrating Canva, Gelato and Shopify)
- Establishment of procedures for nonprofit (integrating QuickBooks, DonorPerfect and ConstantContact); grant writing and reporting; building of donor database
- Development of content for phone-based math tutorial, establishment of art-based procedures, establishment of business plan for online expansion to attract angel investors
- Organization, development, and documentation of materials (market research and other content) for small business manual; website building
- Substantive editing of multiple doctoral dissertations (applied literary theory, managerial science, political science) with a focus on assisting candidates where English is a second language and per committee chair recommendation
- Job Search coaching: quality over quantity (the selective targeting of resumes and cover letters toward preferred positions at companies of value)
- Research the use of AI in creative writing (voice, storyboard, structure)
- Advocate for artists: branding, public relations, social media and cultivating patronage

City of Plano, Budget & Research Department

May 2014 – Mar 2023

Cultural Arts Grants Administrator and Commission Staff Liaison

Oct 2019 – Mar 2023

Sr. Budget Analyst and Commission Staff Liaison

May 2014 – Oct 2019

- Conducted and facilitated research in support of City Management (CM & DCM), City Council, and open records information requests; required research and documentation with complex referencing
- Provided clear communication of and compliance to processes, procedures, and regulations for approving grants, and their specifications, requirements, and objectives to the public, administration, Commissioners, City Council, and grant applicants via various communication channel.
- Designed and implemented grant programs; establishes reporting metrics; and ensured compliance to established parameters and reporting metrics.
- Developed City operating budgets, produced three-year forecasts, and fund summaries
- Targeted public investments to leverage additional capital for heritage, arts, and cultural activities
- Requested funding increase from City Manager; recommended funding to Plano City Council
- Managed Cultural Affairs Commission: administrated contracts; ensured City, State & Federal policy compliance; managed grants process; developed metrics; audited financials; led sub-committee

UT Dallas Naveen Jindal School of Management

Aug 2009 – May 2023

Adjunct Faculty – Business & Accounting Communication

Aug 2011 – May 2023

- ACCT 6203 Professional Accounting Communication (Graduate/Targeted communication toward CPA credits)
- BCOM 4350 Advanced Business Communication (Advanced presentation skills and group dynamics; phased out to become 4300)

- BCOM 4300 Managing Communication in Business (Intro to Leadership theory and Managerial Communication; analyzing and presenting situational case studies)
- BCOM/ACCT 3310/3311 Business Communication (Basic writing and presentation skill focus)
- BCOM 3100 Professional Development (Speaking and writing in a business atmosphere)
- BCOM 2101 Basic Business Communications (developed course that became BCOM 3100)

Writing Center Tutor

Aug 2009 – Jul 2011

Concurrent with full-time graduate course work; work with culturally diverse School of Management majors to meet assignments and understand the basics of rhetoric and the craft of various communication medium.

Collin County Community College, Preston Ridge Campus

Aug 2011 - Aug 2014

Adjunct Faculty – English/Rhetoric and Humanities

- HUMA 1301 General Humanities & Intro to Humanities: Gender, Identity & Consumerism in Media
- ENGL 1301/1302 & 1302 Saturday Express English/Rhetoric & Composition

UT Dallas School of Economic, Political & Policy Science

Feb 2008 - Aug 2009

Administrative Assistant – Part-time

This position provided support to the Ashbel Professor of Economics and Director of the Center for Experimental Economics and Behavioral Sciences (CBEES) lab; research grant management, special projects development and implementation, (rate analysis study with budget and proposal for CBEES lab service center.)

SMU Office of Development & External Affairs

Sep 1999 - Oct 2007

Assistant Director of Constituent Records

Department, employee, project, budget and data management as well as procedural analysis and documentation, SACS documentation, and project implementation and training. Included functional testing, fit-gap and logical SQR writing for PeopleSoft for the Higher Education development module. This position supported \$525- and \$600 million-dollar fundraising campaigns and supported over one hundred individuals and twelve cross-campus departments.

BOARDS

We Are All Homeless

Dec 2019 – May 2023

ICMA Advisory Board of Graduate Education

Jul 2018 – 2022

Rae's Hope; supporting at risk youth, Budget development

2018

Alger Park/Ash Creek Neighborhood Association, City & School Liaison

Jun 2015 – Dec 2019

MEMBERSHIPS

- Center for Non-Profit Management (CNM)
- International City/County Management Association (ICMA)
- Texas Municipal League (TML)
- American Society for Public Administration (SDPS)
- Government Finance Officers Association & GFOA TX

EDUCATION

DLS (Doctorate of Liberal Studies) – Coursework Completed**Aug 2018 – Dec 2022***Southern Methodist University (SMU) Simmons School of Education and Human Development*

Interdisciplinary, self-designed program to investigate research interest of increasing engagement in marginalized segments: the construction and deconstruction of both real and imagined barriers to participation in public arenas; and culture codes of gender, identity, and consumerism in media.

MPA (Masters of Public Affairs)**May 2015***University of Texas at Dallas (UT Dallas) School of Economic, Political & Policy Sciences*

Theory and practice in regard to public policy, and government and non-profit management; Capstone: City of Murphy Parks & Recreation Comprehensive Plan Assessment and Revision, benchmarking team lead, editor, and presenter. Leadership and cross-policy focus; online MPA assessment team member.

MA in Humanities, Concentration in Literature**May 2011***UT Dallas School of Arts & Humanities*

Interdisciplinary focus on Zen Buddhism Literatures, Golden Age of Spain, Jewish Influence in American Film; Science & the Value-free Ideal, Teaching Pedagogy and Course Development, and creative writing of fiction, non-fiction, poetry and screen play; *Sojourn* poetry reader; new faculty assessment team member.

BA in English, Concentration in Creative Writing, Medieval Studies Minor**Dec 2007***SMU Dedman College of Humanities & Sciences*

Interdisciplinary studies focus on Reading Race, Disability in Literature, Queer Theory, Literary Theory, Exploitation & Sexploitation in Film, Affluenza & Consumerism, and creative writing of fiction and poetry. Independent studies under Director of Creative Writing and Director of Medieval Studies. Sigma Tau Delta.

CERTIFICATIONS**Certified Public Manager (CPM certification)****Dec 2022***Texas State University Hobby Center for Public Service*

Intensive study of municipal government management including human resources management, mission-building, budgeting and finance, and with a focus on current affairs that impact governing effectively.

Teacher of English as a Foreign Language (TEFL certification)**Oct 2022***University of Toronto Ontario Institute for Studies in Education*

Intensive study on English language mechanics and teaching pedagogy and methodologies with a focus on international online learning and business English.

TRAINING

- FEMA – Intro to Incident Command System, IS100c Intro to National Incident & IS700b Management System, City of Plano, yearly 2020-2023
- Management Preparation Program of Plano, 1-year leadership program with 40-hour Mediation Dispute Resolution & Conflict training, City of Plano, 2017
- Leadership in the 21st Century, 6-month management program, City of Plano, 2015