

JON JETER-GEETER

ESL Instructor | TEFL/TESOL Certified | Digital Literacy Educator

jon@mediamate.us • +1 510 393-6391 • United States Citizen



PROFESSIONAL SUMMARY

Core Profile: TEFL-certified college graduate and versatile educator experienced in English instruction, corporate software training, and community-based digital literacy.

Adaptability: Proven track record of tailoring lessons for diverse learner populations—from pre-school through adults—across multicultural environments.

Teaching Philosophy: Drawing on hands-on classroom experience across varied student age groups in Medellín, Colombia, I am committed to empowering learners through communicative, real-world instruction that fosters language fluency and practical skill development.

CERTIFICATIONS & EDUCATION

- **TEFL/TESOL Certificate** — International TEFL Academy, Chicago, IL (September 2024)
150 hours of coursework · 20 hours of practicum · Teaching English Online (30 hrs) — ITA Academy
- **B.S., Advertising (Minor: Marketing)** — San Jose State University, San Jose, CA
- California Career Technical Education Teaching Credential

TEACHING & INSTRUCTION EXPERIENCE

ESL Teacher — *Escuela Rural San Pablo, Marina Orth Foundation*

Medellín, Colombia | Aug 2025 – Nov 2025

- Taught English as a Second Language to students from pre-school through 5th grade and 9th–11th grade at a rural Colombian school.
- Adapted lessons for multi-age, multi-level classrooms spanning a wide range of English proficiencies.
- Built learner engagement through interactive, communicative activities and real-world language application.

Project Manager / Site Manager-Instructor — *Oakland Technology Exchange West (OTX-West)* — *now Tech Exchange*

Oakland, CA | Jul 2001 – Aug 2008

- Led a nonprofit digital-inclusion program — affiliated with the Marcus A. Foster Educational Institute — that refurbished surplus computers and distributed them to Oakland Unified School District (OUSD) students and classrooms.
- Managed the Take Home Computer Program, through which OTX-West ultimately distributed more than 10,000 free home computers to OUSD students.
- Directed computer training classes for students and families, building digital literacy in under-connected Bay Area households.
- Provided ongoing technology support to OUSD schools and community partners.

Computer Instructor — *OpNet Community Ventures*

San Francisco, CA | Early 2000s

- Delivered vocational web-design and computer training through a San Francisco nonprofit bridging the digital divide for low-income youth and young adults.
- Provided job-readiness instruction and supported graduates with employment placement.

- Taught web-design training at the SF County Juvenile Detention Center to help justice-impacted youth build marketable skills.

Software Trainer — *Learnit (Learn It, Inc.)*

San Francisco, CA | 2000s

- Delivered live, instructor-led corporate training in business software and desktop applications for organizations ranging from small nonprofits to Fortune 100 companies.
- Trained corporate employees on business software and introduced computer skills to senior citizens through a parks and recreation program.

Tennis Coach — *University High School*

San Francisco, CA |

- Coached a high school junior varsity tennis team.

DIGITAL MEDIA & PROGRAM LEADERSHIP

Founder / Solopreneur — *Media Mate*

Remote | Present

- Build website and sales-funnel templates that help solopreneurs and course creators launch and manage their online presence.
- Train business owners on how to manage and update their own websites.

Digital Marketing Consultant (Contract) — *Mopro*

Newport Beach, CA | Mar 2023 – Oct 2024

- Consulted local small-business owners on digital marketing strategies to grow their online reach and customer base.

Founder / Project Manager — *37 Degree Media LLC*

Remote | Aug 2020 – Dec 2021

- Founded a fair-chance digital media agency built to hire and be run by people with justice-system involvement.
- Led a comprehensive web-development project and hired formerly incarcerated individuals to staff the work.
- Contributed digital-media and storytelling capacity as a member organization of the STEM-OPS alliance (STEM Opportunities in Prison Settings), an NSF INCLUDES Alliance funded by the National Science Foundation to expand STEM learning and career pathways for justice-impacted people.

Account Manager — *The Last Mile* — *TLM Works*

San Francisco, CA | Jan 2020 – Jul 2020

- Managed business development for TLM Works, the first in-prison web-development shop inside San Quentin State Prison (launched 2016).
- Connected client-funded digital projects with incarcerated program participants building technical experience and professional portfolios.
- Advocated for and facilitated business contracts that helped participants develop a portfolio of work prior to release.

SPECIAL PROJECTS

- **Community Task Force, Oakland:** Invited Member. Selected to serve on one of 41 Community Task Forces convened to provide policy recommendations on critical issues for the incoming Mayor of Oakland.
- **Bay Area Regional Tech Prep Consortium:** Associate Producer for a film documenting the yearlong development of the Bay Area Career Pathways Alliance, a collaboration between Bay Area Community Colleges and the Workforce Development Community to support high school graduates.

SKILLS

ESL & English instruction • Lesson planning • Online & virtual teaching • Classroom management • Digital literacy & computer training • Vocational/web-design instruction • WordPress (CMS) • Microsoft Office • Image editing • Digital marketing • Facebook Ads • Google Ads