AARON MAGNAN, Ed.D.

K-12 Educator and Content Creator

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SUMMARY

K-12 educator with 20 years in public schools as a teacher, principal, and district senior director. Creates the guides, trainings, and videos that help teachers and school leaders adopt new tools. Wrote a district's board policy on AI and its guidance for staff. Builds apps with AI and produces their promotional videos. Advises EdTech companies on go-to-market strategy and district procurement.

EXPERIENCE

Senior Director of Leadership and Learning | Chula Vista Elementary School District 2025 to present

43 schools, 23,000 students

- Wrote the district's board policy on artificial intelligence and its AI literacy materials for staff.
- Produced a Canva video training series for principals and a Google Classroom podcast and video series for teachers.
- Design professional learning for all 43 schools. Coach and supervise 14 principals.
- Designed the district's attendance recovery system under California's new recovery rules: office workflows, assignment templates, and the data specifications the IT team built from. Recovered $1.5 million in attendance revenue in the first year. State auditors named the after-school program a model for California.
- Built the district's continuous improvement framework and the implementation rubric used in school site plans.

Product and Content Lead | MBYB Co. (mbybco.com), San Diego, part-time 2024 to present

- Built an attendance recovery platform for K-12 districts, 2024 to 2025. Sold the prototype to San Diego Unified under a contract that protected our intellectual property. The sale led to pilots in Merced, at a charter school, and in a Northern California district, including one test integration with a student information system. Transferred my share of the platform's IP in 2025.
- Built an AI tool that principals use to record and track classroom observations.
- Built a group travel app. Its launch drew 1,500 site visits in the first 24 hours from two days of paid ads.
- Built an encrypted messaging app with chat rooms that expire.
- Designed and built an e-commerce site for a fine jewelry client.
- Produced all product and marketing video for these products with AI and standard editing tools.
- Built compliance middleware that keeps AI use of district data within district policy.

Adviser and Contributing Developer | Faro, K-12 AI learning platform, advisory 2025 to present

- Built the initial architecture and designed the retrieval and AI logic.
- Built the library that screens personally identifiable information going into and out of the AI models.
- Faro is in pre-release testing with individual users.

Founder | Zenith Schools, LLC, San Diego, part-time 2017 to present

- Launched a podcast for school leaders in 2019 with more than 200 listeners per episode. The podcast brought in the first consulting clients.
- Built data analysis tools in 2020 and 2021. Principals used them to set annual goals based on statistics, compare their schools with similar schools, and find growth at historically underperforming sites. Cut planning analysis from weeks to minutes. Later advised CVESD as it built the same features into its analytics platform.
- Consulted on improvement and implementation for school districts in Oregon and Southern California, 2021 to 2022. Profitable from the first engagement.
- Published four books for educators: Preparing for the Principal Interview, Mastering the Principal Interview, Elements of Implementation, and Elite Teaching Strategies.
- Since 2024, advise EdTech companies on go-to-market strategy and district procurement. Introduce vendors to districts through CALSA.

Principal | Chula Vista Elementary School District 2019 to 2025

Two schools, each with about 500 students and 65 staff

- Raised every major state indicator three years in a row: ELA, math, attendance, suspensions, and student subgroups. Each rose at least 3 points, and several rose more than 10.
- Designed, with teachers, the continuous improvement cycles and the communication plan for students, staff, and families that drove these gains. Evaluated the approach in an Ed.D. dissertation.
- Wrote and recorded a daily video for families for two and a half years. About 95% of families watched each day.

Assistant Principal | Sweetwater Union High School District 2016 to 2019

- Oversaw the core curriculum departments, including English, at a high school of about 2,000 students. Improved outcomes for at-risk students.

Teacher, English and English Language Development | San Ysidro High School, Sweetwater Union High School District 2007 to 2016

- Served as English Department Chair and English Resource Teacher. Raised achievement for English learners and at-risk students.

AFFILIATIONS

- Board member, San Diego Region 6, California Association of Latino Superintendents and Administrators (CALSA)

EDUCATION

- Ed.D., Educational Leadership, San Diego State University, 2024. Dissertation: Implementation Driven Site Planning: Program Evaluation.
- M.A., Curriculum Design, emphasis in English learners, National University, 2009
- B.A., Comparative Literature, San Diego State University, 2003

TOOLS

Content and marketing: Airtable, Asana, Google Analytics, Google Ads Manager, Mailchimp, Zapier, Canva, Figma, WordPress, CapCut, Final Cut Pro

AI: ChatGPT, OpenAI API, OpenAI Codex, Claude API, Claude Code

Technical: Next.js, TypeScript, Swift, Supabase, Capacitor, Node.js document automation