

# Marsha Waldman

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## Personal Profile

My passion as an English teacher is to empower students to express themselves verbally and in writing so they can connect with the world and share their ideas. Through literature, I invite them to experience a wider world of ideas and to appreciate the art of the writer. I achieve this by creating lessons that actively engage students through varied modalities to reach all individuals regardless of their learning styles, interests, and abilities.

## Education

Columbia University Teachers College: MA Instructional Technology and Media  
Reed College: BA Literature

**Permanent Certifications:** English 7 – 12, Technology Education

## Teaching & Staff Development

**1995 - Present**

- Taught 7<sup>th</sup> and 8<sup>th</sup> grade English including persuasive and expository writing, grammar, public speaking, and the interpretation of literature.
- Taught 9<sup>th</sup> grade English Honors and Regents classes, including critical lens essays.
- Trained in *Write Traits* and Balanced Literacy.
- Developed and delivered a media literacy unit, analyzing advertisements and producing commercials.
- Directed students in writing and producing for varied media, such as newspapers, podcasts, video, and multimedia presentations.
- Taught students to employ a variety of instructional technology resources to conduct research, write reports and give oral presentations.
- Developed elementary curriculum integrating technology so it enhances learning in all subjects. Lesson plans included story mapping, online research, newspapers, and multimedia production among many others.
- Served on Darien's Technology Planning Committee.
- Developed and delivered an integrated computer literacy curriculum for grades K-4.

## Positions

**Arlington High School, English Teacher** *April to June 2009, leave replacement.*

**New Paltz Middle School, English Teacher** *November 2008 to January 2009, leave replacement.*

**Scarsdale Middle School, English Teacher** *February to June 2006, leave replacement.*

**Pomona Middle School, English and Technology Teacher** *September 2004 to January 2006*

**Darien Public Schools, Elementary Instructional Technology Specialist** *September 2002 to June 2004, consultant*

**Rippowam Cisca School, Lower School Computer Coordinator** *September 1999 to June 2002*

**Teaching Matters, Inc., Staff Developer** *March 1998 to June 1999*

**Hackley School, Middle School Computer Coordinator** *Fall 1996, leave replacement*

**Educational Media Development****1990 - 1996**

Copywriting, project management, program design, and multimedia production for educational software and interactive media. Winner of an Oracle Innovations for Education Challenge Grant. Clients included:

- Scholastic Software
- Sunburst Communications
- Center for Children and Technology and Classroom, Inc
- Crossover Technologies
- Ehrlich Multimedia

**Interactive Media Consulting****1985 - 1990**

Writer, project manager, and program designer for agencies specializing in interactive media systems. Client projects included:

- Liberty Travel Express
- Philip Morris
- Bellevue Hospital
- Market Simulations

**The Howard Marlboro Group****1982 - 1985****Vice President, Marketing Communications**

Established and managed a copywriting department which developed and produced proposals, creative presentations, and research reports, copy/concept for point-of-sale, videos, sales materials, and sales meetings. Accounts included General Electric, 3M, Clairol, Pillsbury, Nestle, Kraft, Minute Maid, L'eggs.

Spearheaded the creation of a new division using digital media for marketing.

Responsibilities included concept development, project management, and copywriting for clients such as Clarion Cosmetics, Pantene Hair Care products, and Antron Carpets.

**Other Experience**

- Adjunct faculty in Communications at Northeastern University.
- Freelance writing including feature articles, essays, how-to books, public relations for social service agencies, and product marketing.
- Wrote marketing materials for the producer of COMDEX and related trade shows.
- Public Relations Associate, Society for the Prevention of Cruelty to Children.