

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. Please see my website for samples of my work: www.MarshaWaldman.com

Education

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

Permanent Certifications: English 7 – 12, Technology Education

Teaching & Staff Development

1996 - Present

- Taught 6th – 10th grade English including evidence-based, persuasive, and creative writing; critical lens essays; grammar; public speaking; in-depth text analysis and annotation; and interpretation of literature.
- Developed test materials for Educational Testing Services
- Trained in *Write Traits* and Balanced Literacy.
- Developed and delivered a media literacy unit.
- 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 a district-wide elementary curriculum integrating technology so it enhances learning in all subjects. Developed and delivered staff development programs.
- Developed and delivered an integrated computer literacy curriculum for grades K-4.

Positions

Blind Brook Middle School, English Teacher, April to June 2014, leave replacement

Educational Testing Services, Outside Item Writer, 2010 to 2013

Dover High School, English Teacher *November 2012 to February 2013, leave replacement*

Ashford University, Teaching Assistant, *August to November 2012*

Hastings High School, English Teacher *March to June 2010, leave replacement*

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 Cisqua School, Lower School Computer Coordinator *September 1999 to June 2002*

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

Educational Media Development**1990 - 1996**

Copywriting, project management, program design, and multimedia production for educational software and interactive media. Clients included:

- Oracle Innovations for Education Challenge Grant
- Scholastic Software
- Sunburst Communications
- Center for Children and Technology and Classroom, Inc
- Crossover Technologies
- Ehrlich Multimedia

Interactive Media Consulting**1985 - 1988**

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
- Continuing adult education writing courses
- Freelance writing including feature articles, essays, how-to books, public relations for social service agencies, and product marketing
- Public Relations Associate, Society for the Prevention of Cruelty to Children