

Sharon Peaslee

Producer/writer/teacher TV/web/classroom

Seattle WA
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With decades of experience as a TV writer and producer I bring extensive skills and expertise to teaching and any creative project.

Strategy

- Develop and market products, services, and values
- Promote organizations, innovation, and artists
- Educate students and stakeholders

Design

- Websites
- Graphics
- Illustration
- Proficient in Adobe Illustrator, InDesign, Photoshop, Dreamweaver

Production

- TV & web writing
- Videography
- Video editing
- Proficient in Adobe Premier, Flash, Edge Animate

Summary

I have developed strategic promotional campaigns; written, produced and directed videos and TV programs; designed websites and created their content. I am currently teaching some of these skills to high school students in Seattle Public Schools.

Employment

2017-present

Business Department Head & Teacher Ingraham High School, Seattle Public Schools

- Teaching Marketing, IB Business & Management, Graphic Design, Yearbook.
- Designing Certificate Programs in Marketing & Business, and Computer Science

2011 – 2015

School Board Director Seattle Public Schools

- Developed strategic approaches to improve Seattle Public Schools for 52,000 students. Collaborated with parents, public, legislators, district staff, and leadership – using all communications media including public speaking, writing, social and traditional media.

1990-2015

TV Producer & Director/ Website Designer

- Designed and produced content for websites for small businesses and political campaigns.
- Produced documentaries and promotional programs for artists and non-profits, including *Like Liquid Light: Costas Varotsos at Hotel Murano*; *Slices of Light & Varotsos at McCormick* – broadcast internationally. *Artifacts of Consciousness: The sculpture of John Duff* was part of an exhibit at the Guggenheim Museum in New York City.
- Produced and/or wrote more than 50 infomercials and direct response ads. Clients included Time-Life, Ron Popeil, Victoria Principal and others. Agencies included Guthy Renker, Hawthorne Direct, Script to Screen, Williams TV, Frederiksen TV and others.

1985 – 1990

Instructional Technologies Designer Citicorp - Oakland, CA

- Wrote, produced and directed scores of training and motivational videos for Citicorp employees at all levels in California and nationwide.

Education

**Certificate in Interactive Web Design
Shoreline College – Shoreline, WA**

**Certificate in Writing for Children
University of Washington – Seattle, WA**

**MA English Education & Educational TV (English teaching credential)
New York University – New York, NY**

**BA in Communications (Speech/Drama teaching credential)
University of Massachusetts – Amherst, MA**
