

MICHELLE SAMMARTINO

● Boca Raton, FL 33496 ● michelles@gowiggle.com

ENTERPRISING, HARD-WORKING, ENTHUSIASTIC CREATIVE ARTIST WITH OVER 20 YEARS OF ART MUSIC and entertainment industry experience always working in my chosen field, who is known for proficiency in multiple areas of the creative industry from conceptualization to fruition, high productivity, enthusiasm, and professionalism is seeking a challenging position as an art instructor, art teacher or mentor. I have successfully worked in my chosen field my entire career, in visual art, graphic arts, photography, illustration, color design and theory, marketing, development, product development and teaching. I have boundless passion for creativity and enjoy the fulfillment of encouraging that creative spark in others. I hold a Bachelor of Fine Arts Degree with Distinction from California College Of The Arts and have always kept art in my life in a variety of capacities both professionally and personally. At this juncture of my career I am interested in fulfilling my desire to pass along my extensive knowledge and experience to a new generation of artists and hope to inspire them as I have been inspired throughout my career.

KEY SKILLS

- Articulate Creative and Passionate about art
- Program Development for all ages
- Believes in Positive Reinforcement
- Creative Lesson Planner
- Enthusiastic, Encouraging and Positive
- Computer savvy
- Effective Communication
- Approachable and Down to Earth
- Sound Problem Solving
- Good listener
- Experienced in Real World Art Application
- Successful Career Experience to Pass Along

TEACHING EXPERIENCE (FL DOE# 1151746)

PRIVATE ART INSTRUCTION [*Tutoring/Tailoring Art Lessons to Individuals of all ages*] – California/Boca Raton,FL
Instructor/Teacher, 01/93 to present

Private art lessons in drawing, painting, watercolor, color wheel/theory, clay (polymer and ceramic), jewelry making, beadwork, crafts, digital photography, basic computer art (Photoshop/Illustrator), digital photo manipulation, found objects. I designed a curriculum around the interests and goals of each student and create lessons, homework and studies toward achieving milestones. References upon request.

THE LEARNING ANNEX [*Ceramic Workshop Instructor*] – Los Angeles, California

Ceramics Instructor/Teacher, Summer 1994 <http://www.learningannex.com/>

Developed and taught a series of two week long summer workshops in ceramics from basic hand building techniques and projects to wheel throwing, as well as working with leather hard clay, and firing.

YMCA CAMP HR ERDMAN [*Arts and Crafts Counselor/General Counselor*] – Waialua, HI

Arts and Crafts Counselor/Teacher, April 1992-January 1993 http://www.ymcahonolulu.org/camp/camp_programs

Developed the programs and taught arts and crafts classes to various summer, fall and winter camps for the YMCA ranging n all ages. Among the highlights were making personalized tie-dye t-shirts, necklaces and leis from found objects collected on hikes, kites out of garbage bags which actually flew beautifully, paintings and souvenirs. This was my favorite all time job in my entire career!

TECHNOLOGY SUMMARY

- MS Office Suite (Outlook, Word, Excel, PowerPoint) ● Adobe Photoshop ● Adobe Illustrator ● FTP ● Homesite
- HTML ● Adobe Audition ● Web Audio/Video ● Social Networking ● Skype ● LogMeIn ● Google Analytics

PROFESSIONAL EXPERIENCE

CONSULTANT/ANALYST [*Various- Contractual*] – Boca Raton, FL

Creative Direction/ Web Business and Site Development, Ongoing

Guiding companies by assimilating data from multiple sources, analytics, compiling the information, and drawing actionable conclusions that can be measured and reported. Analyzing status reports, communicating findings and monitoring the incremental improvement or effects of change to synthesize conclusions based on available data.

Key Results:

- Intimately familiar with web project management, quantitative data analysis, creative writing and website structure.
- Effective multi-tasking and problem solving in all aspects of running and developing a website; technologically, marketing, social media, communications, brand recognition, brand identity and guidelines, GUI.
- PROXENSE. [*Proximity Based Technologies*] – West Palm Beach, FL <http://proxense.info/>
Consultant Contract Brand and Interface design for Hospital Proximity Software, 2/10 to 3/11
Designed and developed the interface for the company hospital and health clinic proximity software.

PROFESSIONAL EXPERIENCE (CONT)

Designed and branded the hospital and health clinic proximity software brand, interface, and customer interaction for ProxAccess and ProxTrax. Recommended changes to reflect the software, to their website and literature.

MOJA RADIO, LLC [*Online Modern Jazz Radio Channel*] – Boca Raton, FL / NYC

Consulting – Formerly Creative Director/ Business Development Director/Communications,
12/08 to 10/10

MOJA Radio is an online subscription 24/7 Modern Jazz radio channel and social networking website with a dedicated following and subscription base of fans that followed from XM Satellite Radio. MOJA is an acronym for Modern Jazz, MO for modern, JA for jazz.

Key Results:

- Effective multi-tasking and problem solving in all aspects of running and developing the business from start to finish; technologically, marketing, contract and vendor negotiations, all communications and all business decisions.
- Conceptualized, built, managed and ran the entire operation, email distribution newsletter (a list of over 14k) and website including design, navigation layout, and content.
- Produce, manage and develop all of our service content, promotions, brand, marketing, PR, business development, tech support, customer service, communications, social media and programming.
- Successfully defined, communicated and negotiated all contracts with outside vendors and liaisons, customers and clients from senior management to sales associates.
- Analyzing Google Analytics data and translating that to marketing and content; managing/gearing talent and content of the service and website to reflect needs of customers to double subscriber base in two months.
- Designed and built our company logo, mission statement, brand, and marketing strategy.
- Talent Coordinator, scheduling guests, show planning and writing as well as hosting a weekly hour-long program.

XM SATELLITE RADIO INC. [*Satellite Radio Company*]– Deerfield Beach, FL/ Washington DC

Content Creation/Copy Writer/On Air Personality, 9/03 to 10/08

On-Air personality for a Satellite Radio Network's modern jazz channel, XM72 Beyond Jazz.

One half of a Modern Jazz Radio Channel called Beyond Jazz, which broadcast via Satellite Radio to the entire USA and Canada, internet broadcast worldwide. Over 9 million subscribers in the USA alone with a devoted listenership of literally millions worldwide (via web) for Beyond Jazz alone.

Key Results:

- On Air personality and content creator utilizing effective multi-tasking and organizational skills
- Talent Coordinator, scheduling guests, show planning and writing
- Worked independently to research, script, create and edit my own content.
- Engineered my own voice work, promos, interviews and shows
- Manage artist/musician/ label relations, conduct interviews, promote the channel, service, products and all it's programming.

XM SATELLITE RADIO, INC [*Satellite Radio Company*] – Deerfield Beach, FL

Lead GUI Design for Advanced Applications Development 09/01 to 10/08

Graphical User Interface (GUI) design, end user definition, software development, new product development and print work for Advanced Application Development.

Key Results:

- Conceptualized, designed, defined, developed and released the XMPCR and its interface and feature set. US Patent #20050020238
- Based on the feature set of the XMPCR continued to define and develop feature sets and interface for all products released from 2002- 2008
- Created concept design and interface for all concept vehicles for use at CES (Consumer Electronics Showcase) in Las Vegas every year.
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• PROFESSIONAL EXPERIENCE (CONT)

COMEDY WORLD, INC [*Nationally Syndicated Comedy Radio Network*] – Los Angeles, CA

Radio Producer / Co-Host / Multimedia Manager, 01/00 to 3/01

Nationally syndicated Comedy Radio Network and website with well known comics creating individual radio programs.

Key Results:

- Talent Coordinator, scheduling guests, show planning and copy writing
- Managed a creative writing and media team producing web content and summaries of the comedy shows on the network.
- Designed the Radio Archive Database in Microsoft Access and managed a team of writers/archivists creating web content on demand live on the web.
- Maintained and ensured the quality of our digital media assets; Audio and Video
- Managed and oversaw the efforts of several production crews, interface between talent, multimedia artists, and programming executives
- Produced / Co-Hosted the weekend radio show Netheads for the network with Host, Will Wilkins
- Co-designed /built and produced content for the Comedy World website.

PLAY TV/ PLAY, INC [*Web based Television Network*] – Rancho Cordova, CA

Content Producer / Copy Writer / Talent Coordinator, 07/99 to 01/00

Play TV was a leader in internet broadcast technology laying the groundwork for web-based content production in a home studio environment and budget.

Key Results:

- Talent Coordinator, scheduling guests, show planning and writing
- Content and on-air show development for an online web-based television network using very early technology
- Designed and developed the various shows on the network from concept, talent, content, and translated that to the various show websites of the individual shows on the network

WALT DISNEY FEATURE ANIMATION [*Animated Feature Film Co*] – Burbank, CA

Digital Compositor For Feature Animated Films 01/95 to 09/99

Digital Compositing of all feature animated films for the years worked. Compositing is taking all the many layers of the film from background to foreground to special EFX and “compositing” them into one single file for film. Quality control from start to finish is essential for this delicate process.

Key Results:

- Quality Control working with Producers and Directors on scene checking for color, continuity and mistakes
- Flagged scenes with unacceptable conditions and sent them back to color models or paint for re-work
- Checked scenes from rough story animation through to color finals for all stages of Feature Animated films listed above
- Credits include: Hunchback of Notre Dame, Hercules, Mulan, Tarzan, Emperor’s New Groove, Fantasia 2000, Dinosaurs, Atlantis, and the Pixar films A Bug’s Life and Toy Story 2.

EDUCATION

CALIFORNIA COLLEGE OF THE ARTS – Oakland, CA

Bachelor of Fine Arts, With Distinction, 1991

VILLANOVA UNIVERSITY – Villanova, PA

Art History and Visual Arts Study 1987 - 1988