

FRANCESCA ROCCAFORTE, M.S.

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CAREER OBJECTIVE: INSTRUCTOR OF PHOTOGRAPHY AND MULTIMEDIA

SUMMARY OF QUALIFICATIONS: Award winning educational leader with proven track record in creative arts instruction, plus over ten years of experience working as a teacher, audio visual manager, photographer, video producer/director, testing and assessment administrator, and multimedia festival producer. Notable expertise in having contributed greatly to an enhanced student learning experience resulting in raising student's creative expression and test scores. Facilitated faculty and staff audio visual training which delivered a higher quality of education for a diverse student population in the San Francisco Bay Area.

PROFESSIONAL EXPERIENCE

Contra Costa County School District, Pittsburg, CA- *Photography Instructor, 2007-Present*

- Developed a challenging photography curriculum through the use of innovative teaching techniques in a culturally diverse classrooms.
- Strong ability to motivate and inspire lifelong learners to comprehend new digital camera operations, software programs and their applications through lively demonstrations and visual imagery.
- Efficiently planned, organized on-location photography field trips to art museums, galleries, and natural landmarks to enrich aesthetics and reinforce classroom learning.
- Positive evaluations and critiques of student photos which resulted in curating their art work for annual student art exhibits at Pittsburg City Hall.

City of Oakland, Library-Art/Photography Instructor, Artist in Residence, La Escuelita Elementary School, Oakland, CA

Life Chiropractic College West, Library & Media Department, San Lorenzo, CA

Audio Visual Interim Manager and Technician

- Recognized for high standard of customer service with most innovation audio visual presentations
- Re-organized and computerized media library creating a more efficient and quicker system
- Worked closely with audio visual vendors and made cost-effective purchases saving college money
- Creatively produced photographs, videos, graphics and signage for college
- Developed and maintained strong and positive relations with faculty and student body
- Reduced the number of technical difficulties in classroom audio-visual set-ups by 50%
- Consistently increased video duplication services by 25%

EDUCATION

- *M.S., Visual Communication in Education, California State University, Hayward, C.A.*
- *B.A., Visual Communication in Education, California State University, Hayward, C.A.*
- *Adult Education Creative Arts Teaching Credential, Sacramento, CA*
- *Digital Imaging Certificate, Berkeley City College, Berkeley CA*
- *Digital Video Certificate, Berkeley City College, Berkeley, CA*
- *Four years of intensive photo courses and work -study, School of Visual Arts, New York*

