

# Michael J. Greenwald

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OVERVIEW: A seasoned writing professional with experience in content development, production and education in creative writing, screenwriting, TV production, and marketing.

## EXPERIENCE

### **Arizona State University (08/20 - Present)**

*Associate Professor, Screenwriting*

- Taught multiple sections of “Principles of Screenwriting,” the intro class for all film students
- Instructed film students on the basics of feature scriptwriting, from logline to outline to script
- Seamlessly integrated in-person teaching lessons to an online forum, using interactive Google Slide presentations, Zoom, and Canvas
- Ensured a safe classroom space
- Implemented strategies to respond to diverse learners and support students of varying backgrounds, skill sets, and capabilities

### **Scottsdale School of Film+Theater at Scottsdale Community College (08/18 - Present)**

*Adjunct Professor, Screenwriting*

- Taught multiple sections of “Story Theory for Film, Television, and Multimedia” and “Feature Writing: First Draft”: both foundational film program classes
- Instructed film students on the basics of feature, short, and television scriptwriting
- Developed curriculum into compelling units and lesson plans, fair rubrics and open assessment, all from the ground up
- Provided students with individualized feedback (virtually and in-person) with the goal of molding critical thinkers with unique, creative voices
- By semesters end, each student wrote the first sequence of their original script project, developed throughout the semester

### **Northern Arizona University (01/21 - 05/21)**

*Adjunct Professor, Screenwriting*

- Taught “Intermediate Screenwriting”: a 200-level screenwriting class
- Built a curriculum focused on creating a bridge for students transitioning from 100-level to 300-level Screenwriting

- Formulated lessons around Next Level Concepts (for example: “Creating a Unique Voice,” “Conflict versus Stakes,” “Writing Realistic Dialogue,” “Three Kinds of Stakes: Internal, External, and Philosophical”)
- Led writing workshops to teach students how to give and receive feedback on work
- By semesters end students wrote and workshopped Act One of an original feature screenplay

### **Virginia G. Piper Center for Creative Writing at ASU (08/13 – 05/14)**

#### *Marketing Consultant/ Content Contributor*

- Wrote content for website and social media audiences
- Designed and authored Center marketing brochure
- Assisted in preparation and production of the acclaimed “The Desert Nights, Rising Stars Writers Conference”

### **Momentum Entertainment Group (10/11 – 01/12)**

#### *Production Assistant*

- Assessed scripts, pitches, and associated IP (i.e., coverage) for prospective TV projects for development
- Supported development and production efforts for Hollywood-based start-up production company, which was spun-off from a nationally recognized PR and advertising firm

### **StoryStudio Chicago Writing Studio (09/09 – 09/11)**

#### *Executive Assistant to Director/ Content Contributor*

- Wrote and produced a weekly blog “Cooler By The Lake,” which provided professional and craft related advice for aspiring writers
- Assisted in the administration of training programs for the premiere writing education company in the Greater Chicago area, serving over 1,200 aspiring writers per year
- Participated in development and delivery of creative writing curriculum that trained writers in short story, novel, and playwriting forms

### **Centennial Lanes, Incorporated (10/08 – 09/10)**

#### *Marketing Consultant/ Content Contributor*

- Oversaw development and production of all marketing content across multiple platforms
- Crafted all messages for press releases and advertising copy for all platforms and outlets
- Managed media relations and production for regional entertainment company; acted as primary interface for all outlets, including Twitter, Facebook, Yelp, Groupon, etc

### **Black Entertainment Television/ Viacom Corporation (08/03 – 10/07)**

#### *Writing Assistant/ Production Assistant/ Post-Production Assistant*

- Contributed to development, production, and post-production for various Viacom-owned scripted TV programs, with a focus on those airing on BET network
- Assessed scripts, pitches, and associated I.P. (i.e., coverage) for prospective TV projects for development
- Assisted writers throughout development, pre-production, and production in various capacities, including compiling story notes, formatting documentation for production, and providing administrative support to writers/writers rooms
- Liaised with post-production producers and AVID editors, providing post-production story and administrative support, as needed

## EDUCATION

**Illinois State University**, May 2002, Bachelor of Science, Major in Marketing, Minor in English

**U.C.L.A.**, August 2003 – May 2005; July 2020 - September 2020

- Two upper-level, intensive screenwriting and two fiction-writing workshops, taught-by industry professionals in UCLA's world renowned Creative Writing Extension Program.

**University of North Carolina, Greensboro**, August 2006 – May 2007

- Two undergraduate-level fiction-writing workshops, covering short and long-form prose-writing, taught by best-selling author Michael Parker.

**Arizona State University**, May 2007, English Education Masters Program

- Completed with the grade of A+ a graduate-level English education class “Methods/Issues in Teaching Composition.”
- Concepts covered were: The Six Traits of Writing Construction, formative assessment using a rubric, the Writing Process (1. Pre-Writing 2. Drafting 3. Revising 4. Editing 5. Publishing), peer-editing, peer-review, and student conferencing.

**Blake Snyder's “Save the Cat” Workshop**, September 2015

- A rigorous weekend workshop, covering topics from basic story theory, story development, cracking your hero's journey, outlining, character and scene creation, and drafting your film or TV script.

**Scottsdale School of Film and Theater**, August 2013 – December 2016, Screenwriting Certificate Program

- A comprehensive program, emphasizing story theory and development for film, television and other media.