

Sheree La Puma, Storyteller-In-Chief

Humanitarian, Award Winning Writer/Producer, Passionate Champion for the Arts, Child and Youth Advocate

sheree@shereewrites.com

Summary

Sheree is a passionate Wordsmith, Creative Storyteller, Freedom Fighter, and Poet. Her New Memoir, “Naked With The Fan Running,” is due out next year. Also in the pipeline, a book of short stories, three children’s books, and a nonfiction work, “The Art of Story – Writing Your Life Script.”

Sheree holds an MFA in Critical Studies & Writing from California Institute of the Arts and a BA in English/ Creative Writing From California State University Northridge. She has published Articles/Fiction/Poetry/ on a myriad of topics and has almost thirty years experience working in the charitable non-profit sector.

Experience

Storyteller-In-Chief , Creative Director at Shereewrites.com

January 2015 - Present

Sheree is an award-winning writer, producer and author with an MFA in Critical Studies & Writing from California Institute of the Arts. She has published articles/fiction on a myriad of topics and spent several years traveling the world to cover stories/news on women's and children's rights. She brings a passion for great storytelling to her work.

CORE COMPETENCIES

Ghostwriting • Blogging/Microblogging • Web Content Writing • Articles • E-books • Press Releases • News/ Features • Research • Social Media Campaigns • Social Analytics • SEO • Multichannel Fundraising • SMS Fundraising Campaigns

Creative Director, Board Member

January 2015 - Present

I’m responsible for the creative vision, the look, the feel, and tone of the Foundation. (Voice, perspective, and vision) Then I develop a plan and strategy for accomplishing that vision.

It's about the forest and the trees. More specifically, it’s about helping those in the trees see the forest, and helping those who only see the forest remember the trees too.

Creative Consultant at Roxy Productions

May 1995 - April 2016 (21 years)

- Author/edit books, articles, website content for leading businesses, artists and musicians.
- Develop, create and implement compelling presences on social media networks
- Coach business owners/aspiring writers
- Publish under my own name. Create and maintain content for my own blogs/posts

Contributing Author - Creative Director - Fund Raising- Pro-Bono

October 2013 - May 2015 (1 year 8 months)

Worked with a West African: For a former child slave, to develop and publish his memoir.

This included research in Ghana, as well as co-authoring and publicity. I pitched the book to three million dollar advance agents. All were interested. He decided not to work with them. All work, travel to Africa, San Francisco to pitch, was pro gratis. He was unable to pay any funds for the work or my expenses.

Director of Marketing at Help the Children

September 2012 - February 2014 (1 year 6 months)

Developed a strategic marketing plan outlining how an the organization could effectively convey its mission and goals to others to incite viable action on its behalf.

Identify Target Market

I researched the demographics of the nonprofit's target volunteer and donor markets, and identified general characteristics, such as median age, income, education level, leisure activities and marital status. Knowing these factors helps in the development of an effective marketing strategy that speaks to interested parties on their terms.

Identified Communication Methods - Outlined which methods to use and to what extent.

Create Alliances with other nonprofit organizations and for-profit businesses.

Developed social media marketing plan.

Editor on Peter's Memoir

August 2008 - December 2009 (1 year 5 months)

Editor/Ghostwriter

August 2008 – December 2009

For young man with Muscular Dystrophy - Part time as needed

- Substantive editing/ghostwriting
- Coordinated manuscript and photograph preparation for submission for publication

The book is coming out this year! 2017

Office Manager/Creative, Film Instructor at Movies by Kids

December 2006 - July 2008 (1 year 8 months)

- Taught claymation, and animation to children

- Bookkeeping, payroll, advertising
- Press Releases

<http://www.moviesbykids.com/losangeles/>

Staff writer & on camera host for two television shows

January 2005 - April 2006 (1 year 4 months)

- Writing scripts
- Scheduling, interviewing, budgeting, marketing shows, camera work
- Handling all correspondences, email and phone

Poetry Teacher

December 2003 - May 2004 (6 months)

- Taught poetry to underprivileged teens at St. Elmo Village
- Recruited in local schools
- Designed flyers and lesson plans

Assistant Music Editor at Los Angeles Weekly

March 1981 - June 1984 (3 years 4 months)

I was an assistant to Mikal Gilmore, the writer who later went on to become the Editor of Rolling Stone Magazine. My duties included general office duties and the occasional music review.

Co-Screenwriter

January 1980 - February 1982 (2 years 2 months)

Co wrote a film with a publishing icon, Tom Dunker. He was born in April 1933 in a small South Dakota town named White.

As a young adult near a small town in Tennessee a semi-truck ploughed into the car he was driving and demolished it. He was operated on and two of the higher vertebrae of his spine were fused and splinters removed, but the spinal cord had been damaged. They told him he was a quadriplegic for life and he would be lucky to reach the age of fifty.

He regained some mobility and learned how to uncurl the fingers of his hands and type hunt and peck on an electric typewriter.

Years later he was well enough to transfer to the VA hospital in Sioux Falls.

The two drove to Guadalajara and Bob flew back, Tom kept the car with hand controls. Bob was living in a beach house in Hermosa Beach years later when Tom beeped outside happy to be back in the US. He enrolled in classes at UCLA and three times a week drove to and from classes.

The next year he enrolled full time at UCLA and lived in a dormitory there. He then spent many pleasant years in Hermosa Beach writing and the two published an anti-war magazine during the 60's called Horseshit, The Offensive Review.

When the VietNam war ended their distributor went out of business and so did Horseshit. Tom then wrote two pocketbooks and a book called Live Longer Through Sex.

They then began investing in real estate. Tom did all the paperwork and Bob remodeled. The timing was perfect, they eventually did well and moved to Huntington Beach. Tom lived in a pool home three blocks from the ocean. He could push his chair downtown and had time to write nearly every day. He was reluctant to publish but planned to someday.

Viruses plague invalids with little resistance but Tom managed to thwart all of them with the help of his assistants until December 2003 when pneumonia following a bout with a virus took his life. He lived 20 years longer than the Memphis doctors prophesied.

Education

California Institute of the Arts

Master of Fine Arts (MFA), Critical Theory/Writing, 2004 - 2006

Activities and Societies: CalArts Community Arts Partnership (CAP), is a co-curricular program of the California Institute of the Arts (CalArts), that offers free, after-school and school-based arts classes for youth ages 6-18. CAP has received numerous honors, including The President's Committee on Arts and Humanities' Coming Up Taller Award, which recognizes effective programs that foster the creative and intellectual development of America's children.

CSUN

BA, English/Writing, 2000 - 2002

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[Contact Sheree on LinkedIn](#)