

Sharon Handy

St. Petersburg, Florida, USA

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Experience

- Principal** Handymakes Creative Studio
2015 – Present
- Head of creative content, media development, and communications for Handymakes, a multimedia storytelling and visitor engagement studio. Areas of concentration include:
- Freelance exhibition content, multimedia content, and communications development, including master planning, label writing and graphics
 - Content development, copywriting, editing and proofreading across a wide range of professional written formats, including SEO-optimized web content, marketing materials and editorials
 - Podcasting, voice-over and narration
 - Video ideation, scripting, storyboarding, production scheduling, and production team building and management

- Senior Project Manager & Head of Creative Content** Hands On! Inc.
St. Petersburg, Florida
1993 – 2016
- Headed the creative conceptualization, development, design, and fabrication of exhibits for more than 40 science centers, children’s museums, art museums, history centers, aquariums, and interactive learning spaces experienced by 60 million visitors (and counting!). Responsibilities included:
- Assembling and managing diverse, highly collaborative teams of clients, content experts, idea generators, designers, artists and engineers to produce a project from concept to installation
 - Developing and writing exhibit master plans, including educational foundations, curriculum connections, and operational guidelines
 - Researching and writing more than 1,000 interpretive and instructional labels to improve user experience and express each client’s particular brand, voice and institution-user relationship
 - Storyboarding, scripting, and designing interactive media
 - Developing clear, easy-to-use learning guides and program scripts to enhance content discovery between and beyond a museum’s walls
 - Graphic and multimedia art direction and production management
 - Acquiring and curating photographs and objects ranging from a brigantine model to zebra bones and the world’s first laser, many of which had surprising stories attached
 - Innovating unique exhibit ideas that convey complex content to visitors of all ages and widely varying backgrounds
 - Authoring articles and session presentations for professional organization publications and conferences, including interviewing industry leaders, scientists and museum professionals
 - Comprehensive design and management of multiyear project schedules encompassing hundreds of individual item tracks
 - Creating and managing multimillion-dollar budgets

- Writing grants, proposals, and contracts
- Copyediting and proofreading all company communications
- Writing, design and execution of the company's website, hostudio.net

Grant/Technical Writer Authored successful grant proposals resulting in \$16 million in scientific research funding, including the University of South Florida DARPA-based core funding that led to the USF Center for Ocean Technology, and the founding grant for a participatory STEM program for at-risk girls that recently celebrated its 25th anniversary. Edited scientific journal manuscripts for publication.

University of South Florida
St. Petersburg, Florida
1991 – 1993

Education

Master of Arts, Literature, with honors, University of South Florida
Graduate Studies Fellowship, University of South Florida
Bachelor of Arts, Literature, with honors, University of South Florida
Intensive Study Program, Literature and Art History, Cambridge University

Publications & Presentations

"Personality with Purpose: Designing a Relationship with Visitors." Hand to Hand (pub. of the Association of Children's Museums) 28.4 (2015): 11.

"Adding a Scientist to the Children's Museum Equation: Interview with Astronomer & 'Pluto Killer' Mike Brown." Hand to Hand 25.1 (2011): 4-10.

"Splinters from Green Materials: Conversations About the Frictions of Green Exhibition Design." The Exhibitionist (pub. of the National Association for Museum Exhibition) Spring 2010: 56-64.

"Decision Making On Purpose: Translating Organizational Identity into Effective Experiences." Handbook for Small Science Centers. Yao, Cynthia (ed) 2003: 97-102.

"An Oasis of Peace." Innovation, the Yearbook of Industrial Design Excellence Fall 2002: 116-120.

"Professing the Word." The Exhibitionist Fall 1995: 37-39.

"The Cult of the Grotesque in the House of God: Romanesque Cathedral Art." International Conference on the Fantastic in the Arts, 1992.

Skills

Microsoft Office Suite
Adobe InDesign, Photoshop, Illustrator & Spark
Audacity Audio Editing & Production
Podcast Distribution and Campaign Management
iMovie Video Editing & Production
Voice Over Artist