

# Mary McCauley

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## PROFESSIONAL PROFILE:

- Emphasis on conceptual design and communication goals, attention to detail
- Highly creative, results-oriented and solution-focused individual with extensive coordination and organizational skills
- Experience in graphic and web design with a proven record of handling multiple projects at the same time and under deadline

## PROFESSIONAL EXPERIENCE:

### Executive Assistant and Senior Web Designer/Coordinator

**VoxPop Worldwide – Stroudsburg, PA** **2010 - Pres.**

Provided comprehensive support to CEO and VP including scheduling meetings, maintaining calendars, coordinating travel plans, completing and compiling research, creating reports, documentation, and power point presentations. Additionally responsible for the creation, development, coordination, and management of all VoxPop websites, multimedia outlets and social networking.

### Art Director

**Printing Craftsman – Pocono Pines, PA** **2009 - 2010**

Responsible for the conception, design, and execution of innovative visual materials for integrated, cross channel initiatives including: web design, online advertising, digital marketing, direct marketing, and print advertising.

### Retail Sales Consultant / Customer Service Representative

**Verizon Wireless - Stroudsburg, PA** **2008 - 2009**

Participate in all aspects of retail sales, including account management, customer relationship development, and order fulfillment. Responsible for helping customers choose the correct cellular device, accessories, and plans while efficiently processing transactions within busy, fast-paced retail environments.

### Senior Web Designer / Developer

**Pocono Record - Stroudsburg, PA** **2007**

Responsible for launch of new poconorecord.com web site, providing internal staff assistance and external customer support. Provided ongoing support to the copy desk and advertising department with the creation of page design and layout, web-based advertisements and the integration of 3<sup>rd</sup> party web content.

### Web Producer / Copy Editor

**Pocono Record - Stroudsburg, PA** **2007**

Created artistic and graphic designs for page layouts. Edited news stories and page content. Utilized content management system (CMS), to produce online news content. Responsible for the creation, maintenance and design of internet content including landing / specialty pages, newsletters (using Lyris & Exact Target software), forms, contest and multimedia presentations.

### Office Manager / Web Master

**Acton Technologies, Inc. / Flontech USA, LLC. - Pittston, PA** **2004 - 2007**

Oversaw office staff and daily operations including order processing, purchasing, sales, and marketing support. Created and maintained corporate web sites, various multimedia and print marketing materials. Performed additional duties related to accounts receivable, accounts payable, domestic and international shipping.

## SKILLS SET

Publication Design,  
Development and Production

Video Editing and Production

Image / Brand Development

Project Manager

Digital and 35mm Photography

Web Site Design & Management

HTML, Java Script, CSS

Computer Troubleshooting

## COMPUTER SKILLS

PC and MAC

Adobe Acrobat / Designer

Adobe Encore

Adobe Dreamweaver

Adobe Fireworks

Adobe Flash

Adobe Illustrator

Adobe InDesign

Adobe Lightroom

Adobe PhotoShop

Adobe Premier

Adobe Soundbooth

Corel Draw/Paint

Macromedia Director

Microsoft FrontPage

Microsoft Office

Quark XPress

Sony Sound Forge

Sony Vegas

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## ADDITIONAL EXPERIENCE:

### SKILLS SET

Publication Design,  
Development and Production  
Video Editing and Production  
Image / Brand Development  
Project Manager  
Digital and 35mm Photography  
Web Site Design & Management  
HTML, Java Script, CSS  
Computer Troubleshooting

### COMPUTER SKILLS

PC and MAC  
Adobe Acrobat / Designer  
Adobe Encore  
Adobe Dreamweaver  
Adobe Fireworks  
Adobe Flash  
Adobe Illustrator  
Adobe InDesign  
Adobe Lightroom  
Adobe PhotoShop  
Adobe Premier  
Adobe Soundbooth  
Corel Draw/Paint  
Macromedia Director  
Microsoft FrontPage  
Microsoft Office  
Quark XPress  
Sony Sound Forge  
Sony Vegas

### Owner

**MJ McCauley Digital Arts** – Hoboken, NJ **2001 - Pres.**  
Freelance services retained by diverse industry clients to create original photography, art, and graphic layout of content for banners, logos, and print. Working closely with senior executives to conceptualize, design, and launch internet sites, furthering company goals.

### Intern / Web Designer

**Wilkes-Barre Chamber of Commerce** - Wilkes-Barre, PA **2000 - 2002**  
Gained hands-on experience with print and web production, working under the Vice President of Communications. Transitioned print media to web.

### Web Designer

**Pride Mobility Products** - Pittston, PA **2001 - 2002**  
Integral member of Internet/intranet development and design team, creating 100 plus corporate web sites and graphical logos. Assisted Marketing Department in creation of various multi-media projects and print presentations.

### Web Master / Graphic & Print Designer

**Benchmark Advertising** - Dickson City, PA **2001**  
Key player in a creative team, developed high quality print designs, such as newspaper ads, brochures, catalogs and billboard ads. Created a variety of web designs for the agency's diverse clientele.

### Help Desk Analyst / Systems Operator

**ARC Temp Agency for Aventis Pasteur** - Swiftwater, PA **1999 - 2000**  
Provided support for Windows based operating systems, MS Office, customized Catalyst Software, Printers, Peripherals and Hardware. Monitored AS/400 Systems, UNIX, SAP, Windows NT, and Daily Contract Jobs.

## EDUCATION:

**Masters of Education** and Certificate in Elementary Education  
**Montclair State University** – Montclair, NJ **Expected 2013**

### Leadership Pocono

Business and leadership development program  
**Pocono Mountains Chamber of Commerce** - Stroudsburg, PA **2007 - 2008**

### Bachelor of Art Mass Communications & Media Technologies

Emphasis: Print & Web Design  
**Kings College** - Wilkes-Barre, PA **Grad. 2001**

## Volunteer Experience:

**Web Designer / Administrative Assistant** – Pibco1.com **2009 - Pres.**  
Stroudsburg, PA

**Web / Print Designer** – Garden of Giving, Tannersville, PA **2010 - 2011**

**Classroom Aid** - Head Start of Monroe County, Stroudsburg, PA **2011**