

Mary Beth Cunney

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Experience

2002–Present

Graphic/Web Designer

mbcDesigns—Philadelphia, PA

- Web design and content management
- Digital design and illustrations
- Digital marketing

2004–2015

Senior Web Content Manager

American Association for Cancer Research—Philadelphia, PA

- Project management
- Creation and sourcing of content for 10 publication sites
- Define and maintain the structure of web content
- Writing and editing of XHTML and CSS code
- Utilizing a web content management system to create, manage, maintain and streamline content
- Establish and maintain work flows to maximize productivity and quality of jobs
- Review and track quality issues on sites to minimize project reworking
- Preparation of visual/textual content for web sites
- Design of advertisements; packaging; meeting display booths, signage and swag
- Development of specification guides and procedures

2004

Senior Designer/Advertising Manager

Kennedy Automotive Group—Southampton, PA

- Solely in charge of all design, print, and prepress; direct mail pieces, brochures, newspaper advertisements, signage, logo identity redesign
- Maintained budget, worked with vendors in managing the advertising for 7 auto dealerships

2000–2004

Production Associate

Turner White Communications, Inc.—Wayne, PA

- Responsible for original cover designs and management of medical illustrators
- Magazine layout and prepress; from conception to print
- Scanning and retouching of all images for journals; redrawing of figures, graphs, and tables
- Web site/e-commerce management

1998–2000

Graphic Designer/Paginator

New Jersey Newspapers, Co.—Woodbury, NJ

- Ad layout and design of newspaper advertisements
- Pagination; placement of editorial copy and advertising for ROB and classifieds
- Responsible for meeting daily deadlines for 3 newspapers

Summary of Qualifications

- Remarkable work ethic
 - Self-directed team player
 - Efficacious and detail oriented
 - Excellent communications skills
 - Proficient in Mac and PC platforms
 - Valuable combination of web, graphic, and tech skills
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- Photoshop • Illustrator • InDesign • Adobe Acrobat
 - QuarkXpress • MS Office Suite • Flash • Dreamweaver
 - HTML • XHTML • CSS • SharePoint • Online Content Management Systems • Asana

Education

Present

Ongoing professional development and certification courses, along with reading to keep abreast of the latest technological trends and the best practices in web page design, usability and content development

1999

Camden County College—Blackwood, NJ
Computer Graphic Design

1988

Glassboro State College—Glassboro, NJ
Elementary Teaching Certificate;
New Jersey Alternate Route Program

1986

Cabrini College—Radnor, PA
Bachelor of Arts: English/Communications;
Fine Arts minor

Additional Experience

1987–1996

Elementary Teacher

Yorkship Family School—Camden, NJ

- Preparation, planning, and assessment of curriculum based lessons
- Integrating various models of learning to develop critical thinking and basic skills
- Management and discipline of up to 37 students
- Pilot Teacher for Apple Early Language Connections; educating with computers

1986–1987

Freelance Video Technician

- Lawyer's Video Service—Philadelphia, PA
- Equine Productions—Cherry Hill, NJ