

# Mary Beth Cunney

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## Experience

Present

### Web Production Specialist

American Association for Cancer Research—Philadelphia, PA

- Creation & sourcing of content for 9 publication sites
- Publishing of web content using a Content Management System (CMS)
- Review & track quality issues on sites to minimize project reworking
- Define and maintain the structure of web content
- Respond to user enquiries, comments & suggestions
- Prepare visual & textual content for e-newsletters & web sites
- Original design of new virtual journal web sites
- Design of advertisements; packaging; meeting display booths, signage & swag
- Development of specification guides & procedures

2004–2007

### Graphic/Web Designer

mbc Designs—Philadelphia, PA

- Web design & management
- Digital design & illustrations
- Desktop publishing

2004

### Senior Designer/Advertising Manager

Kennedy Automotive Group—Southampton, PA

- Solely in charge of all design, print, & prepress; direct mail pieces, brochures, newspaper advertisements, signage, logo identity redesign
- Maintained budget, selected & 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 & management of medical illustrators
- Magazine layout & prepress; from conception to print
- Scanning & retouching of all images for journals; redrawing of figures, graphs, & tables
- Web site/e-commerce management

1998–2000

### Graphic Designer/Paginator

New Jersey Newspapers, Co.—Woodbury, NJ

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

## Summary of Qualifications

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

## Education

2000–Present

Ongoing professional development courses & reading to keep abreast of the latest technological trends

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, & assessment of curriculum based lessons
- Integrating various models of learning to develop critical thinking & basic skills
- Management & 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

1986

College Internship as a video technician:  
Com-Cast (Local Access Cable Station)—Wayne, PA