

## **MARY-JO VALENTINO**

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### **EDUCATION**

Princeton University

June 1999, A.B. English, *cum laude*, Certificate in American Studies

Grace May Tilton Thesis Prize in Fine Arts

New York University, School of Continuing and Professional Studies

Dec 2000, Certificate in Multimedia Production, Dept. Information Technology

### **WORK EXPERIENCE**

*Freelance Web Development*

Jan 2002 - present

- Work independently or with other freelancers to produce small to mid-size multimedia websites, including design, programming and production work.
- Act as Account/Project Manager for several projects -- developing budgets and workflow timelines, managing programmers and designers, and working with client throughout architecture, design and production processes.
- Strong understanding of server-side technologies, browser and platform compatibility, QA testing, search engine placement and traffic analysis

*Teaching/Technical Assistant: New York University, School of Continuing and Professional Studies, Information Technology Department*

Jan 2001 - December 2001

- Provided technical assistance to 12-18 students during Macintosh Lab sessions on multimedia projects incorporating digital video and sound editing, Flash animation and interactivity.
- Course material focused on Flash 5, Director 8, After Effects, HTML and JavaScript, as well as various multimedia applications.

*Web Developer: DigitalForm, Ltd., New York*

Oct 2000 - Nov 2001

- Flash 4 and 5 production and scripting for luxury and fashion websites, including Versace, Emilio Pucci, and Oscar de la Renta.
- Assisted Senior Designer with design elements and implementation in Photoshop, Illustrator and Flash.
- HTML, DHTML/JavaScript programming for new and existing websites.
- Image digitization, optimization/compression, and color correction.
- Performed QA testing and documentation, bug tracking a correction
- Acted as client technical contact for some projects.

*Assistant Producer, Cross-Network Programming, iVillage.com*

Jan 2000 - Sept 2000

- Wrote and edited content for iVillage front page and special features.
- Scheduled daily front page in StoryServer CMS collaborating with editorial, design and production teams.
- Collaborated with Metrics group to track website traffic statistics and analyze keyword trends.

*Non-fiction Book Reviewer: Kirkus Reviews*

Nov 1999 - Sept 2000

- Wrote weekly book reviews. Categories included popular culture, anthologies, the arts, religion, women's studies, and medicine.

Computer Skills / Software

- Mac (OSX) and PC platforms
- Adobe Photoshop 7
- Adobe Illustrator 10
- Macromedia Flash MX (also 4 & 5), advanced ActionScripting
- Basic XML and PHP
- DHTML (HTML, CSS, JavaScript)
- BBEdit 6.5
- Director 8, intermediate Lingo
- Adobe AfterEffects
- SoundEdit 16
- Dreamweaver