

**sharona**

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## Experience

### Aquent: 2000 - current

Boston, MA

The world's largest agency for creative professionals.

#### Marketing Programs Manager (2001 to present)

- Managed all aspects of e-mail marketing programs directed at clients and talent, including e-mail communications for the merger of Aquent and Renaissance Worldwide.
- Planned and supervised all national events and consulted with field offices for local events, trade shows, and job fairs.
- Administered yellow pages and white pages marketing programs.
- Created and managed the budget for marketing programs (350k+).

#### Live Events Coordinator (2000-2001)

- Supervised 11 national trade shows for Aquent including Macworld and Seybold.
- Managed a 14-city roadshow Lynda.com/Aquent tour.
- Developed detailed and comprehensive events and tradeshow manuals.
- Created and implemented staff training for trade shows.
- Developed and managed our lead sourcing process.
- Initiated Aquent/Carnegie Mellon relationship with the College of Fine Arts' Career Services.

### Neo Advertising Ltd.: 1999

Rochester, NY

A full-service advertising agency serving upstate New York.

#### Art director/copywriter

- Involved in all aspects of strategic planning including brainstorming, conceptualization, and marketing.
- Designed brochures, ads, billboards, and logos.
- Wrote copy, headlines, and slogans.

### George Eastman House, International Museum of Photography and Film: 1998-1999

Rochester, NY

Displaying the art, technology, and impact of photography and motion pictures for over 150 years.

#### Curatorial assistant/project manager for web site (1999)

- Researched and organized collection information for an interactive educational web site.
- Created hierarchical structure for the site based on knowledge of existing materials.
- Directed the visual design and assisted with the html programming of the site.

#### Copyeditor/proofreader (1998)

- Edited, proofed, and wrote copy for publication materials including scholarly publications, exhibition texts, advertisements, and monthly news and events calendars.
- Acted as a liaison for the publications department with all other departments including film preservation, photography, George Eastman collections, and motion pictures.

### RDP Consulting Services: 1998

Pittsburgh, PA

Provider of human resources management services to clients in both the public and private sectors.

#### Consultant and publications designer

- Assisted with strategic planning meetings, organizational retreats, and conflict resolution.
- Designed and edited publicity material including informational manuals, pamphlets, and instructional and material for presentations.

**The Nine Mile Run Greenway Project partnered with Carnegie Mellon University: 1997**  
Pittsburgh, PA

Transforming a post-industrial brownfield into an integrated park and ecosystem.

Senior research assistant and publications designer

- Pursued funding opportunities, researched history, and designed publication material.
- Facilitated at community workshops designed to increase community involvement.

**The STUDIO for Creative Inquiry at Carnegie Mellon University: 1994-1995**

Pittsburgh, PA

The STUDIO for Creative Inquiry is an acclaimed interdisciplinary research center in the College of Fine Arts at Carnegie Mellon University. This center serves as a focus for experimental activities in the arts, the sciences, and technology. The projects serve local, regional, national, and international organizations and communities.

Journey Into the Living Cell (1995)

An interactive planetarium show focused on the microcosm of the human cell that took place in the Buhl Planetarium at the Carnegie Science Center.

Researcher and computer artist

- Researched scientific and historical background.
- Created computer graphics.

Virtual Pompeii (1994-1995)

A virtual reality simulation of Pompeii the day Vesuvius erupted.

Researcher and computer artist

- Researched historical and horticultural background.
- Created 3-D computer models and visuals.
- Consulted with horticulturists, art historians, computer scientists, architects, and artists.

## Education

**Oxford University, New College, England: 1997**

Post-graduate study in International Relations and Ethnology. Studied with Sir John Johnson, former British Ambassador to Kenya and Director of the Oxford Foreign Service Program.

**H. John Heinz III Graduate School of Public Policy and Management at Carnegie Mellon University: 1996-1998**

Accepted into Accelerated Masters of Science program in Public Policy and Management as a junior undergraduate. Coursework included management, statistics, data analysis, environmental economics, human resource management, urban planning, organizational behavior, and management in a multicultural society.

**Carnegie Mellon University: 1993-1997**

BFA in Communication Design

Minor in Industrial Management

Minor in Photography

GPA: 3.5

## Involvement

- Alumni interviewer for Carnegie Mellon University (1999-2002)
- Psychological researcher for Counseling Psychology department, Boston College (2001-2002)
- Volunteer Domestic Violence Hotline Counselor, Alternatives for Battered Women (2000)
- American Institute of Graphic Arts (1999-2002)
- Life member of Hadassah (1998-2002)
- Black and white studio photographer (1990-2002)
- Silver level ballroom dancer - ten dance international style (1994-2002)