

MARY DALLY-MUENZMAIER

Milwaukee, Wisconsin
414-915-9273
marydm@cerebralbends.com

QUALIFICATIONS

- Extensive experience in Communications, Information and Project Management as well as Marketing, Promotion, Advertising, Graphic Design, and Video and Audio Production.
- Proficient in Microsoft Word and Excel; Open Office; Adobe Creative Suite CC 2015; QuarkXPress; FileMaker Pro; HTML; Web and E-Newsletter Content Management System (CMS); and many other productivity and creative software applications for both Macintosh and Windows operating systems.

PROFESSIONAL EXPERIENCE

CricketToes Milwaukee, WI. July 2008 – Present.

Title: Creator / Editor in Chief / Marketing and Advertising Sales Manager

Cerebral Bends Productions, LLP Milwaukee, WI. March 2003 – Present.

Title: Co-Owner / Co-CEO

- Production and Management of Marketing and Communications Services
 - Article, Copy, Blog, Newsletter and Web Content Writing, Editing and Proofreading
 - Genealogy Research and Family History Writing, Editing and Proofreading
 - Graphic Design
 - Marketing and Promotional Materials
 - Advertising Placement
 - Social Media
 - Photo Restoration and Image Enhancement
 - Video and Audio Production and Editing

Northwestern Mutual Milwaukee, WI. November – December 2015.

Title: Proofreader (contracted through **C2**)

- Internal Communication Materials
- Customer-Facing Marketing and Informational Materials

Wisconsin Conservatory of Music Milwaukee, WI. October 2010 – April 2013.

Title: Communications Coordinator

- Production and Management
 - Design, Production and Distribution of Marketing, Communications and Advertising Materials
 - Multi-Media Content: Photography, Video and Audio Recordings
- Management
 - Website, E-Newsletter, Social Media, YouTube and Vimeo accounts
 - Promotional Partnerships and Media Relations

Stone Creek Coffee Roasters Milwaukee, WI. February, 2007 – January, 2008.

Title: Marketing Manager

- Managed Website, Blog and E-Newsletter Content, E-commerce and Customer Database
- Served as Proofreader and Editor of Wholesale Catalog

Mibar Ltd. / National Registration Center for Study Abroad (NRCSA) / WorldWide Classroom (WWC)

Milwaukee, WI. September, 1996 – February, 2003.

Title: Director of Information

- Researched, Produced and Managed all NRCSA Website Content and Pre-Travel Information
- Served as Proofreader and Editor of Annual NRCSA Catalog
- Contributed Content to WWC Website
- Provided Direct Communication for customers and language schools worldwide
- Played instrumental role in Project and Database Management as well as Marketing Strategy Generation and Implementation

EDUCATION

University of Wisconsin-Milwaukee, Milwaukee, WI. BA in Comparative Literature. 1994-2001; 2015-2016.

Transamerican School of Broadcasting, Madison, WI. Study in Radio and Television. 1989-1990.