

Multi-talented, multi-disciplinary professional with deep experience in IT, graphic design, web development, non-profit management, training, public relations, social media and marketing. Passionate and effective human rights advocate and speaker. Seasoned practitioner of written and oral communication, diplomacy, intuition, and perception. It all makes for a reliable, inspired leader and enthusiastic team player.

mari steed

EXPERIENCE

US Coordinator

Adoption Rights Alliance Ireland / The Philomena Project

October 2010 – Present

Adoption Rights Alliance, in partnership with **The Philomena Project**, campaigns to ensure that the Irish government enshrines the rights of Ireland's nearly 100,000 adult adopted people in legislation. This includes access to birth certificates, access to adoption files, statutory-based information and tracing services, strict regulations for adoption agency practice and procedure, the deregistration of all church-based adoption agencies and the safeguarding of all adoption files.

Committee Director and Co-founder

Justice for Magdalenes/JFM Research

October 2003 – Present

Justice for Magdalenes (now JFM Research) successfully campaigned for an Irish State apology (achieved February 2013), for justice for women formerly incarcerated in Magdalene Laundries, and to seek the establishment of support services for survivors. The organisation's membership is based in Ireland, the US and UK. JFM also maintains a website, Facebook group with more than 3,500 members, and a Twitter feed with more than 2,000 followers – all open to academics, researchers, supporters and others with an interest in the Laundries.

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Director of Technology and New Media

World Affairs Council of Philadelphia

September 2005 – December 2013

Web design and technical support, hardware/server support, media, analytics, PR and communications, corporate sponsorship, speaker recruitment, event planning and execution. Developed web, external communications, advertising, media, AV, corporate sponsorships and planned for events including **Bono, George W. Bush, Tony Blair, Dick Cheney, Condoleezza Rice, Henry Kissinger, Joe Biden, Rudy Giuliani, Bob Woodward** and many others. Led and planned trips for the Council's acclaimed international travel program.

Senior Communications Manager

Fleet Bank/Boston/Bank of America

August 1998 - February 2005

Part of an eCommerce transition team to re-brand Fleet portal websites as part of Bank of America acquisition. Provided and managed graphic and web design; corporate communications for numerous channels including direct mail, real-time marketing, corporate communications, human resources, and e-mail. Emphasis on human factors and web usability engineering and design.

ADDITIONAL EXPERIENCE

Web Developer/Designer
Scott-Levin Associates/Verispan
January 1998 - July 1998

Web development and maintenance of Scott-Levin's pharmaceutical marketing Internet presence

Florida Institute of Technology
Director, Computer Lab/School of Business
July 1996 - January 1998

Management and maintenance of the School's computer lab; supervised Business interns

Senior Research Associate
College of Engineering
April 1994 - May 1996

Team member, designer and analyst on multimedia curriculum development project under National Science Foundation grant, wind energy database project under NREL grant and Human Factors research under Office of Naval Research grant

Project Manager/Office Services
Telecommunications
May 1989 - April 1994

Planning, implementation, marketing, and training of campus-wide ID card/debit card system

EDUCATION

Florida Institute of Technology
Computer Science 1998
West Chester State University
Theater/Speech/Communications 1978-1979

ONLINE PORTFOLIO



SKILLS & EXPERTISE

Web and graphic design (*Adobe Creative Suite, JS, Expression Engine, et al*)
MS Office (*all tools, expert-level proficiency*)
SEO, Google Analytics/AdWord, Facebook Ads/Boost
Social media
System design and maintenance
Human factors engineering
Coding
Electronics repair
AV/Video recording and editing
Photography
Retail
Public speaking, speaker recruitment
Public relations
Event planning
Non-profits, fundraising, Raiser's Edge
Program management
E-mail marketing (ConstantContact, Mailchimp)
Marketing communications
AP/WIRED/Chicago Style Guide expertise
Print, hot press, silkscreen processes
Electronic delivery systems
Travel planning/trip leadership

AWARDS

Irish Central, Unsung Heroes, March 2014
Irish Labour Party, Thirst for Justice Award, 2013
Irish Independent, Top Ten Unsung Heroes of 2012

MEDIA, VIDEO, PUBLIC SPEAKING

Women's Ordination Worldwide Conference, September 2015
Would You Believe? (re-air), ABC Australia, November 2014
BBC World, September 2014
Al Jazeera, July 2014
Philadelphia Magazine, June 2013
SNAP Conference: Dublin, April 2013; Washington, DC, August 2014; Alexandria, VA, August 2017
TIME Magazine, February 2013
NPR, February 2013
Origins Canada Conference, October 2012
Ireland's Cillini & Magdalene Laundries, March 2013
Would You Believe?, RTÉ TV, January 24, 2011