

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.



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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

Project Manager

GTE EFT Services/GTE North

September 1987 - March 1989

Development of all EFT/ATM customer training programs, software manuals, and user information

Electronic Delivery Services Representative

FIS/FiServ

May 1983 - September 1987

Planning and implementation of FIS' entry into the ATM/POS marketplace

Administrator/MAC Operations

The Fidelity Bank, Philadelphia

August 1979 - May 1983

SKILLS & EXPERTISE

Web and graphic design (*Adobe Creative Suite, JS, Expression Engine, et al*)

SEO, Google Analytics/AdWord, Facebook Ads/Boost
Social media

System design and maintenance

Human factors engineering

Retail

Public speaking, speaker recruitment

Public relations

Event planning

Non-profits, fundraising, Raiser's Edge

Program management

E-mail marketing (ConstantContact, ChimpMail)

Marketing communications

Print, hot press, silkscreen processes

Electronic delivery systems

Travel planning/trip leadership

EDUCATION

Florida Institute of Technology

Computer Science 1998

West Chester State University

Theater/Speech/Communications 1978-1979

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

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



ONLINE PORTFOLIO