

MARIA DIMENGO
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QUALIFICATIONS SUMMARY

A professional marketing, design and communications specialist with more than 25 years experience in the non-profit and corporate world

>> Created and developed collaterals and content for the web, newspapers, magazines and social media applications

>> Managed corporate communications and strategic branding strategies at Case Western Reserve University, the *St. Petersburg Times* and Tech Data, a Fortune 500 company

>> Experienced in Adobe Photoshop, InDesign, Dreamweaver, Premier Elements, Illustrator, Facebook, blogs, Twitter, YouTube. Proficient in both Mac and PC applications

>> Winner of writing, technology and web awards; Employee of the Year winner; nominated for Outstanding New Staff Member-Professional and Outstanding Student Organization-Advisor

PROFESSIONAL EXPERIENCE

CASE WESTERN RESERVE UNIVERSITY: August 2006 – present **Web Content Developer, Division of Student Affairs**

Responsible for managing the Division of Student Affairs website and creating the “voice” of the division. Oversee the content/quality of 3,000+ web pages; serve as page designer and site photographer. Work directly with associate vice presidents, departmental directors, staff and students to craft a consistent message across the division.

MCPC COMPUTERS AND CONSULTING: March 2005 - June, 2006 **Senior Technology Writer**

Work as a tech writer in the marketing department, developing brochures, writing case studies and designing sales collateral. Developed and designed the company intranet using Microsoft SharePoint Portal Server and web-related tools.

DIVERSIFIED NETWORKING GROUP, CLEARWATER, FL : 1999 - 2006 **Consultant/Project Manager**

Created a consulting, sales and services company in Clearwater, Fla. Worked as an independent contractor providing project management, content development, Internet marketing, freelance writing, graphic design and website development services. Also created corporate content for the *St. Petersburg Times*, winner of 8 Pulitzer Prizes.

UNITED BUSINESS MEDIA, MANHASSET, NY: 2000 - 2002
Senior Web Producer

Developed online content for *Network Computing Magazine*, an IT publication for computer network and systems professionals. Generated issue pages, special sections, Web graphics and content for bi-weekly magazine. Also managed Web pages, PDA content and freelance materials; collaborated with advertising, print production and editorial teams.

VCOMMUNITY, INC. / BRAINBUZZ.COM, TAMPA, FL: 1999 - 2001
Online Editor

Hired to work for a startup company and develop online content for four web portals. Managed editorial content and weekly newsletters for computer users and network engineers. Our site was voted one of the Top 5 technical sites by readers of *MCP Magazine*. It also received the "Web Site of the Month Award" from *Windows NT Explorer* magazine.

TECH DATA CORPORATION, CLEARWATER, FL: 1996 - 1999
Senior Infotech Engineer/Web Content Developer

Worked as a content developer for a \$22 billion dollar Fortune 500 company and distributor of computer products. Maintained the company's 600-page global Web site. Responsible for writing copy, developing HTML and maintaining quality assurance. Served as Project Manager for the Web, providing consultation to in-house clients. Designed additional pages for TDnet, Tech Data's corporate intranet. Created copy for TDonCD, an electronic catalog on CD-ROM. Promoted to senior infotech engineer within one year of joining the department.

Winner of Tech Data's Information Technology Special Achievement Award for Web site redesign. Created effective content, helping to win additional "Best of the Business" Web site awards from CMP Media Inc. and *Advertising Age*.

Project Manager, Tech Data Corporation

Worked as a copywriter for the company's multi-million-dollar in-house advertising agency. Developed content for corporate brochures, magazine ads, marketing materials, news articles and targeted mailings. Served as Managing Editor of *Solutions*, the corporate newsletter for Latin America. Served as Contributing Writer and Editor of *MarketSMART* magazine, a publication for computer resellers. Winner of two "Wall of Fame" awards. Promoted to Web Content Developer, Electronic Commerce.

VECTOR DISTRIBUTORS, INC., PINELLAS PARK, FL: 1992 - 1996
Promotions Manager

Developed ongoing promotions and sales collateral for a \$30 million distributor of building supplies. Managed the department single-handedly, reporting directly to the sales manager and company CEO. Responsible for all copywriting, layout and design of mailers and brochures. Coordinated marketing strategies for inside and outside sales teams, and four satellite offices.

Selected "Employee of the Year" in 1993; three-time "Employee of the Month" winner.

COPYWRITER / REPORTER / FREELANCE WRITER: 1985 - 1992

-- Wrote and produced brochures, articles, newsletters, press releases and mailers for HealthSouth Corporation, *Investor's Daily*, Shore Communications, *TravelHost*, and *Auto Trim & Restyling News*.

-- Worked as a reporter/copy editor for *The Clearwater Sun*. Covered city and county government, police news and general assignment. Promoted to *Sunrise* feature writer. Received third-place award from The Florida Press Club for *General Excellence in Non-Deadline Writing*. Nominated with 128 writers statewide; the only *Sunrise* writer ever to win an award.

-- Wrote and edited articles for *Brake & Front End*, *Tire Review*, *Counterman* and *Warehouse Distributor News* magazines. Produced news and feature copy; coordinated production of front cover and inside pages; skilled at editing and layout.

-- Developed articles for *The Stow Sentry*, a weekly newspaper. Covered city government, schools and community events; also responsible for proofreading, layout and special sections.

Education and Training:

-- MNO Candidate, Mandel Center for Non-Profit Organizations, 2011

-- Kent State University - B.A. - News/Editorial Journalism, 1984.

-- Continuing Education: Business skills, Web development, feature writing, computer hardware/software, trends in higher education

Additional Awards:

-- Winner of the General Excellence Award from The William Randolph Hearst Foundation

-- Winner of the John S. Knight Scholarship from Sigma Delta Chi, The Society for Professional Journalists

Volunteer/Academic:

-- Current Member: CCEL Advisory Committee, Student Affairs Professional Development Committee, Climate Action Plan Committee, CWRU

-- English Instructor for Upward Bound - Kent State University (2002)

-- Volunteer for homeless agency and community projects, Tampa Bay, Florida (2003)

-- Youth mentor and volunteer counselor for at-risk youth (1994)