



Resumé

Marilla L. N. Owens

Experience

Director of Publications and Website Services; 2003 to present
Custom Management Group, LLC

Responsibilities include: development of website and publication standards; website design, development and maintenance; layout, scheduling and production of Society publications; graphic design, advertising management and promotion for Society publications and events; branding through design of logos and identity suites; and daily communication with members, Officers, Directors, Committee Chairs, web development contractors and the industry at large.

Intern, Web Site Design; 2002
Miller Center of Public Affairs, University of Virginia

Designed the style, lay-out and architecture for a new site for the Scripps Library at the Miller Center. Built the core pages for the site and collaborated with technical staff on building the database driven portions of the site. The site makes the library archives accessible to thousands of academic researchers across the United States.

Employee Development Coordinator; 1995 to 2002
Matthew Bender & Co, a LexisNexis Group member

Led a training technology and facilities team in the installation and testing of new technology on training computers, coordination of training schedules, and implementation of web-based training assessments, ensuring the ability of employees to use the new technology within defined parameters. Collaborated with two teammates to design and deliver a comprehensive orientation program to 30 new hires in three overlapping groups, streamlining the novice period from six months of informal coaching to 12 weeks of formal training including on-the-job application. Compiled Requirements and selected tool for developing interactive web-based training, reducing travel budget for home-based employees by 50%. Designed and built the training team Intranet site, establishing a public image for the team and simplified the process for employees to create self-serve development plans, enroll in classes and access web-based training. Consulted on a project that engineered a new, media-neutral publishing process for an editorial department spread across multiple sites, estimated to decrease production costs by more than \$40 million over ten years. Composed standardized documentation of electronic publishing processes for frequent, network-based access by employees, reducing the need for remedial training by 30%.

Electronic Publishing Editor; 1993 to 1995

Matthew Bender & Co, a LexisNexis Group member (formerly the Michie Company)

Acquired content quarterly for inclusion in electronic legal publications, providing an offering to customers that was more timely than competitor's product. Quality checked data, reducing errors by more than 95%. Coordinated work of fellow editors on three products, meeting or surpassing quarterly production deadlines, saving thousands of dollars on several production cycles.

Intern; 1992

Howell Press

Compiled, edited and selected photographs for historical edition of a calendar that sold out 25% faster than prior editions. Wrote copy and conducted direct marketing campaign for three remaindered works, selling 70% of stock to five buyers.

Art Editor; 1991 to 1992

Virginia Literary Review, University of Virginia

Selected artwork for publication. Acknowledged by the University of Virginia Art Department for best selection of art in the history of the Review. Consulted on the selection of poetry and fiction for edition with the highest circulation level in the history of the Review. Provided input to journal layout. Achieved sophisticated style that increased the credibility of the Review as an academic literary journal.

Extern; 1991

Merrybooks

Contributed to concept development for a book that became the second best-selling title for Merrybooks. Provided customer service. Completed all service tasks within one to two days after initiation.

Laboratory Technician; 1987 to 1990 (Summers)

University of Virginia Health System, Neurosurgery Department

Performed surgery, histotechnology and autoradiography for three studies that were published in two of the most respected journals in the field. Edited research papers and prepared photographs, influencing acceptance of every paper for publication.

Education

University of Virginia, B.A. English; 1992

Concentration in poetry writing and critiquing/Studio Arts

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Computer Skills

Graphic, Web design and Page Layout software: Audacity; Dreamweaver; Fireworks; Illustrator; InDesign; Photoshop; Presenter; SnagIt; Visio

Additional software: Ektron content management system; iMIS; Acrobat Pro; Microsoft Office Pro; Filemaker

Professional Training

Copywriting/Editing I; February 1993

University of Virginia Continuing Education and University Press of Virginia

Graphic Design I; Fall 1998

Piedmont Virginia Community College

Photoshop 4.0; Spring 1999

Piedmont Virginia Community College

Web Design I & II (HTML); Fall 1999 and Spring 2000

Piedmont Virginia Community College

Instructional Systems Design; May 2000

Langevin Learning Services

Training Needs Analysis; May 2000

Langevin Learning Services

Instructional Systems Design for Web-based Training; September 2000

Langevin Learning Services

Pathlore Online Learning System Authoring and Administration; April 2001

Pathlore

Crystal Reporting; May 2001

Pathlore

Professional Affiliations

Member, Neon Guild, August 2002 to present

Member, Communication Arts Guild, October 2002 to present