

Mary Anne Shew

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E M P L O Y M E N T H I S T O R Y

01/2020-Present, **ICONIC WRITING**, Rochester NY

Content writer and content marketing strategist. <https://www.iconicwriting.com/>

Services: Web content research, planning, writing, editing, publishing via various content management systems. Content marketing strategy. Blog planning and management. Keyword research, search engine optimization (SEO). Email broadcast preparation and management.

Skills: HTML/CSS, WordPress, Wix, Squarespace, Aweber/Mailchimp.

References:

- *Since 2003:* BJ Mann, BJMediationServices.com. Business consulting, website management, blog management and writing.
- *Since 2013:* Waterstone Financial Services, WaterstoneFinancialServices.com. Business consulting, web content strategy and writing, website management.

11/2005-Present, **BUSINESS VITALITY LLC**, Rochester NY

President, Founder. <http://www.bizvitality.com>

Services: Organizational performance improvement, human development, strategic planning, leadership development. Highlights:

- *Executive Leadership one-on-one coaching* of VP of local community college as preparation for significant challenges the college faces.
- *Executive Leadership group facilitation* of senior staff of VP of community college.
- *Strategic Planning and/or Exec Coaching* for owners of dozens of businesses and non-profits to organize their strategy, processes, people, marketing, and customer services to grow their organizations.
- *Coaching* of hundreds of professionals concerning their leadership, communication, teamwork, business-building, and customer relationship skills. Included mid-level managers at international energy company.

01/2000-01/2020, **SHEWTECH ASSOCIATES**, Rochester, NY

President, Founder. Web site design and development and Internet marketing consulting. Worked with dozens of small and mid-sized businesses and nonprofits grow their customer base and revenue through well-designed web sites that attracted prospects and provided a steady stream of qualified leads. Client results included significant improvement in sales, number of customers, and customer loyalty. Also designed and implemented client social media and blogging strategies to establish and build relationships with their customers.

08/89-10/91, 5/93-01/2000, **XEROX CORPORATION**, McLean, VA and Rochester, NY

Various management positions governing manufacturing software planning, software process improvement, corporate-wide outsourcing, PC/telecomm infrastructure, technical programs, and software engineering for internal systems and external customers. <http://www.xerox.com> Recognized for leadership in project management, innovation, and collaboration and ability to effectively organize and roll out new IT services.

10/91-5/93, **BATTELLE MEMORIAL INSTITUTE**, Arlington, VA
Projects Manager, Defense Systems Engineering. <http://www.battelle.org> Managed \$5M project to consolidate multiple legacy computer systems for the US Army.

05/88-08/89, **DATA MANAGEMENT SYSTEMS, INC.**, Annandale, VA
Partner and Vice President of Operations. Managed team and \$1M project for budget planning system to support Joint Chiefs of Staff, Department of Defense.

05/86-05/88, **GENERAL ELECTRIC COMPANY**, Springfield, VA
Manager, Graphics Systems Engineering. <http://www.ge.com> Managed several software development teams providing state-of-the-art tools and systems security for top-secret, classified military applications.

05/75-05/86, **EASTMAN KODAK COMPANY**, Rochester, NY and Arlington, VA
Senior Consulting Engineer, Project Manager, Application Analyst/Group Leader.
<http://www.kodak.com> Increasing levels of responsibility on large IT projects for internal Kodak functions as well as for external government customers in top-secret, classified environment.

A W A R D S / E D U C A T I O N / C O N T I N U O U S
L E A R N I N G

Certified Content Marketer (2020), Jon Morrow/SmartBlogger.com

Certified Tiny Habits Expert (2015), BJ Fogg/Tiny Habits Academy

Daniel Penfield Award Finalist (2010), Penfield Business Association

Certified Business Coach (2010), Resource Associates Corporation

Leadership Rochester Class of 2009, www.leadershiprochester.org

Certified for the Administration and Interpretation of Attribute Index (2008), DISC Index (2009), and Values Index (2009) Assessment Profiles

Leadership Development Facilitation (2005), Resource Associates Corporation

RBA Women's Council ATHENA Nominee, 2001 and 2004

Web Site Development Tools (2001), Element K (now SkillSoft)

CIO Leadership Award (1997), Xerox Corporation

Xerox Internal Learning Forum (1998), Xerox Corporation

Northeast Regional Learning Forum (1997), Society for Information Management.

MBA, Information Systems (1989), Marymount University, Arlington, VA.
<http://www.marymount.edu/>

BA, Mathematics (1975), University of Rochester, Rochester, NY.
<http://www.rochester.edu/> Attained teaching certificate for high school mathematics.

O T H E R

- Editor and project manager of 2017 book by BJ Mann, *A Better, Not Bitter Divorce: The Fair and Affordable Way to End Your Marriage*.
- Co-creator of the 2017 book, *Business Models for Teams* by Tim Clark.
- Past executive (president, VP, treasurer), board member, committee chair, or volunteer for a wide variety of business and trade associations (Webster Chamber of Commerce, National Association of Women Business Owners, Small Business Council, Rochester Professional Consultant Network) as well as community nonprofits (Rochester Arts & Lectures, Writers and Books, Junior Achievement).
- Popular speaker and instructor on a wide variety of business topics for Rochester Business Alliance (now GRCC), Small Business Council, business chambers and professional and trade associations, ROC WordPress Meetup, and others.
- Published author of articles in blogs, magazines, and newsletters.