

# MARY JO BALSIS

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## QUALIFICATIONS PROFILE

Strong organizational skills with hands-on technical knowledge, excellent interpersonal skills, superior memory for details and a strong work ethic.

- Detailed oriented; flexible in handling workload requirements; excellent problem solving skills; ability to prioritize tasks.
- Expertise in project coordination, developing and maintaining procedures to ensure organization and the ability to meet deadlines and resource guidelines.
- Strong background collaborating between customers and engineering functions.
- Project leader; able to direct multiple tasks effectively and master innovative software and tools.
- Able to identify problems, create effective customized solutions to ensure customer satisfaction.
- Solutions-oriented Designer with a proven track record of effective website and graphic design demonstrated through 8+ years of experience in the creation and implementation of client Internet and Intranet sites. Understanding the client's needs and their environment is key to creating successful design solutions for any project.

### CORE COMPETENCIES:

- Web Design
- User Relationships
- Print Design
- Project Management
- Employee Leadership

## TECHNICAL BACKGROUND

**Platforms:** Windows, Mac OS.

**Software:** Datatel, Clientele, Adobe Photoshop, Macromedia Dreamweaver, Macromedia Fireworks, Macromedia Flash, and Macromedia Freehand, PageMaker, CorelDraw, Visual Interdev, VSS, Notepad, Microsoft Word, Excel, Outlook, and Project.

**Programming:** HTML, Cascading Style Sheets (CSS).

## PROFESSIONAL EXPERIENCE

NAZARETH COLLEGE OF ROCHESTER, Rochester, NY

January 2006 - Present

### User Support Assistant

Key Responsibilities:

- Administer the Clientele Help Desk software. Perform daily maintenance and back up of the software application, test and install new versions of the software when required, train users, maintain the integrity of the database. Administer the Clientele SQL server.
- Conduct first level problem determination using documented procedures and available tools. Initiate assignments to technical personnel and assign the proper priority level. Escalate call priorities to ensure management awareness of problems that are severe in nature or that are exceeding documented time targets.

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## PROFESSIONAL EXPERIENCE CONTINUED

- Responsible for inventory control, including adding, assigning, tracking and transferring of assets within the Clientele software.
- Create user accounts for NazNet, E-Mail and Hydra for all faculty and staff.
- Responsible for creating computer set up accounts in Clientele. Also, e-mail, NazNet, Blackboard and Datatel accounts for new employees.
- Assist in the supervision of 20 lab assistants. Provide direction, answer questions, help with the day to day duties and make sure we provided good customer service.
- Responsible for charge back inventory control, supplies etc.
- Produce the ITS CD in 2006, for incoming resident students. Create an informative quarterly User Support Newsletter. Design and maintain User Support Brochure. Help Faculty and staff with Dreamweaver problems.
- Creation of ITS informational folders for Human Resources to hand out to new employees.

## PROFESSIONAL EXPERIENCE

NAZARETH COLLEGE OF ROCHESTER, Rochester, NY

March 2005 - January 2006

### Secretary I

#### Key Responsibilities:

- Provides support for four professional staff members in the Academic Advisement Center, including word processing, arranging meetings, maintaining office calendar, monitoring and ordering supplies and performing receptionist duties. Supervises on student worker.
- Maintains information on majors and advisors on the Colleague system for all matriculated undergraduate students; notifies faculty advisors of changes.
- Retrieves information from Colleague system using query scripts to download into Excel and/or Word documents.
- Runs reports from Colleague system, including advisor assignments lists and attendee reports for academic orientation.
- Prepares large mailings and information packets for academic orientation programs; maintains list of attendees (students, parents, and faculty) for these programs using Colleague system.
- Updating the *Academic Policies and Procedures Handbook* using Dreamweaver to update the HTML code for future use to reformat and create the printed version.
- Provides support to the Assistant to the Vice President for Academic Affairs bi-annually for preparation of all probation and dismissal letters.

- Interacts with department chairs and faculty regarding student academic records and advisement information.
- Working on designing an new layout for the Academic

MINDEX TECHNOLOGIES INC, Rochester, NY

1996 – 2004

### **Senior Web Designer (2000 to 2004)**

#### Key Responsibilities:

- Work closely with the Software Engineers to build interactive sites, containing database, backend managers and e-commerce functionality.
- Oversee multiple client relationships and project resources for cost-effective engineering processes.
- Communicate directly with client to gather functional and design requirements.
- Create compelling designed web sites for small and large companies.
- Created proposals for clients containing budget and functional specifications outlining each phase of the project.
- Design prototype layouts in Fireworks, slicing chosen images to implement design in Dreamweaver with HTML, ASP, or CSS templates.
- Responsible for designing marketing materials, presentation folders, business cards, stationary, brochures, and numerous ads.
- Participated in SEI/CMM–level 2 certification, improving software development predictability and cycle time and reducing rework.
- Represented company at trade shows and conducted marketing presentations to technology students.

### **Web Designer / Office Assistant (1996 to 2000)**

Created websites for corporate clients, liaising with clients to develop and implement project designs throughout the lifecycle development process. Communicate directly with client to gather functional and design requirements necessary to create proposals. Design prototype layouts in Fireworks, slicing chosen images to implement design in Dreamweaver with HTML, ASP, or CSS templates. Created marketing materials, presentation folders, business cards, stationary, brochures, and ads.

#### FREELANCE

##### **Web Design – Bella Beads by Linda Lawrence**

2005

Designing and implementing a website for a client who is a professional Artist/Flameworker who wants to display and sell her glass bead jewelry on-line. Along with classes being taught, bead parties and events. <http://www.lindasbellabeads.com>.

#### FREELANCE

##### **Web Design - Investors Stock Daily**

2004-Present

Involved with updating and maintaining current web site. Working on the creation of a new logo for the company. <http://www.investorsstockdaily.com>.

#### FREELANCE - Volunteer Work

##### **Web Design Updates - Greyhound Adoption of Greater Rochester, NY**

2003-Present

Involved with updating and maintaining current web site. Participate in organization activities and fundraisers for the promotion of finding homes for ex-racing Greyhound dogs. <http://www.greyhoundadopt.org>.

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## PROFESSIONAL EXPERIENCE CONTINUED

### EDUCATION / TRAINING

Bachelor of Science Degree ♦ Major in Graphic Design, *Cum Laude 3.7*  
Nazareth College of Rochester, Rochester, New York, 1994

Associate of Science Degree ♦ Major in Fine Arts  
Monroe Community College, Rochester, New York, 1990

#### *Professional Training:*

- Flash MX: Level 2, 2003, Element K
- Microsoft Administering a SQL Server 2000 Database, 2006, Knowledge Fundamentals
- Microsoft Access: Level 1 & 2, 2006, Knowledge Fundamentals