

# TRISH CLEARY

## Content Producer/Analyst For Hire

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### OVERVIEW

I'm a left-brain analytic, right-brain creative and open-minded team player who shepherds ideas, messaging and people through our dynamic digital landscape. With rich experience navigating business ecosystems, I'm adept at adapting data and content to customer needs and market demands.

#### INDUSTRIES

Publishing  
Marketing  
Non Profit  
Education  
IT

#### EXPERTISE

Instructional Design  
Technical Writing  
Copywriting  
Articles/Newsletters/Blogs  
Infographics  
Design and Illustration  
User Experience  
Content Management  
Product Management  
Project Management

### FREELANCE WORK

#### Digital Media Consultant/Practicing Visionary. Fine Toons (Mindful Media Studios) 1989 – Present

As a proven leader in conceptualizing, developing and delivering digital products, I help businesses transform ideas, thoughts and insights into engaging stories. [www.finetoons.com](http://www.finetoons.com), [www.mindfulmediastudios.com](http://www.mindfulmediastudios.com)

### SELECT CLIENTS/PROJECTS

#### Community Health Partnership – Honduras

2015 – Present

Digital communications and fundraising for the only NGO that delivers world-class health care and education in western Honduras.

<http://www.chp-honduras.org>

#### Maryknoll, the Catholic Foreign Mission

2002 – 2017

Consulted at the crossroads of fundraising, education and vocation; advising on emerging digital trends and engagement tools.

#### Conair.com

2015 –2016

Brushed up digital content for email campaigns, social media, SEO landing pages and a new unifying portal for Conair consumer brands.

#### CrowdRX.org

2014

Developed website and content for national on-site event medical service.

Advanstar Communications: Marketing Material

AgileMind/Think 5:

Online AP Courseware Development

Apple: Executive Briefing Materials

Association of Computing Machinery (ACM):  
Queue Magazine Prototype

Dana Center for Educational Research:  
Online AP Courseware Development

Deutsche Bank: Web Content Management

IBM: Product Training Tools

idriveyourcar.com: Copywriting/SEO

Lake Erie Transit System: Illustrations/Animation

NYU: Purchasing system training materials

OppenheimerFunds: Broker Communications

Tales2Go: UX (app) and website

WWE: UX Writing

Zweig Mutual Funds: Broker Communications

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 EMPLOYMENT
 

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**Digital Education Product Manager, Really Good Stuff, Monroe, CT. 2012 -2014**

Produced iOS apps for emergent readers in the emerging K-12 digital marketplace.

**Support Content Manager, Pitney Bowes Global Online, Stamford CT/Appleton WI, 2010 – 2012**

Managed cross-functional editorial and product teams to create and publish support content during the company's strategic transformation. Optimized multichannel support services and community management (CRM, KM, AI, IVR, etc.) to focus on effectiveness and user experience.

**Senior Digital Product Manager, Taunton Press, Newtown, CT. 2006 – 2008**

Led development, editorial, design and marketing efforts for Taunton's premiere online publishing properties (finecooking.com, finegardening.com.) Launched tauntonstore.com for cross-channel sales, support and brand engagement. Developed and tested emerging revenue models while attracting 2.2 million unique visitors a month and more than 100,000 paid digital subscribers.

**Productivity and Education Manager, smarts/EMC, White Plains, NY. 2004 – 2006**

Produced instructional material to support classroom and online training courses for risk and compliance automation technologies. Created targeted marketing and sales content. Orchestrated integrated online marketing campaigns for partners, sales training and end users.

**Senior Product Manager, Cogito Learning Media, New York, San Francisco, Austin 1996 – 2002**

Researched, produced and marketed digital products for secondary and higher education. Created CD-ROM study guides and workbooks in life and math sciences. Built and published online Advanced Placement courseware content, delivery and engagement tools for teachers and students in underserved school districts.

**Creative Director, Grolier Interactive/Scholastic, Danbury, CT. 1991 – 1996**

Pioneered creative, editorial and technical innovation in digital publishing. Led a team in the design and creation of the award-winning Grolier Multimedia Encyclopedia and other trailblazing titles.

**Electronic Publishing Specialist, GE, Fairfield, CT. 1988 – 1991**

Transformed GE Corporate Communications from a mid-century graphics department into an innovator in digital publishing and video production. Introduced and managed Macintosh systems and network. Managed projects and created corporate communications for c-level executives and internal audiences.

**EDUCATION**

**Masters Work, eLearning/Instructional Design**  
New York University, 2005 – 2006

**BS, Journalism**  
Bowling Green State University 1984  
Bowling Green, Ohio

**BONUS POINTS**

Pitney Bowes Strategy & Innovation Impact Award  
Toledo Ad Club: Gold Addy  
Teachers Choice: Tales2Go Streaming App  
Illustrated SAT guide: 100,000 + copies sold  
Dog person  
Mom