

Robert A. MacLeay, Jr.

1051 6th Street Apt. 320
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RMac@aol.com

Executive Summary

I have over 25 years experience in creating, editing, and publishing marketing, educational, and training materials for firms ranging in size from two to two thousand employees. My industry experience includes journalism, education, retail, mail order, paint & coatings, medical insurance, construction, real estate, collectibles, and hospitality management.

My unique strength is the ability to organize and present complex information, with extreme attention to accuracy and detail, in an appealing and comprehensible format. I intend to use my organizational, technological, and design skills to help companies meet their communications needs.

In addition to editorial and design work, I have programmed databases for inventory control and mail order sales, and written programs for converting legacy mainframe data for automated insertion into desktop-published catalogs.

2000 – Present

Freelance

Editorial and design clients in fields of publishing, education, not-for-profit. Provided technical support for various Macintosh/Windows users, personal and corporate.

2005 – 2006

Denver's First Health News Denver, CO Editor

Responsibilities included overall design and layout of a bimonthly periodical; fact-checking and editing of articles for content, accuracy, grammar, and readability; editing of all graphics and photographs; and in-house design of ads.

1989 – 2000

Benjamin Moore & Co. Montvale, NJ Editor of Technical & Sales Literature/ Macintosh Systems Administrator

Sole responsibility for design and content of all technically-oriented sales literature, catalogs, product data sheets, and training materials published by one of the largest independent manufacturers of paint in the USA. This included almost 400 products. Worked with chemists, sales personnel, and vendors to assure accuracy of published documents.

Sole responsibility for maintenance of local area network for two departments and maintenance and troubleshooting for Macintosh file server and two dozen Macintosh computers. This included specification for purchase, installation of system and application software, color calibration of equipment, remote server access, backups. Performed some application training. Responsible for specifying and purchasing additional and replacement equipment as needed.

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1988 – 1989 **Medfaxx, Inc.** Leonia, NJ
President

Provided computerized insurance claims filing service to independent physicians.
Responsible for overseeing all inside (non-sales) functions.

1977 – 1988 **MacLeay Automodels** Leonia, NJ
Proprietor

Catered to collectors of transportation miniatures. Imported and resold models built by European manufacturers. Engineered and/or scratch built individual models for domestic manufacturers and select clients. Mail order division of business had two employees.

Education

Carleton College — Northfield, MN — Bachelor of Arts

Achievements

- Singlehandedly designed and produced catalogs of up to 450 pages in length.
- Produced three salesman's training manuals.
- Built a relational database that allowed a manufacturer to monitor parts inventory levels, generate purchase orders, and compute manufacturing costs.
- Took an amateur newsletter which had been published by a doctor's wife and turned it into a professional-quality publication.
- Designed and produced a 328 page color formulas book. Wrote translator program to convert legacy mainframe data for direct digital input into formatted pages, thus eliminating the dozens of copying errors previous editions suffered from.
- Participated in design and deployment of original corporate web site.
- Provided all computer support for a workgroup of a dozen Macintosh computers. This included specification, purchase, installation, maintenance, troubleshooting, and training.
- Oversaw daily operations of a small insurance claims processing office.
- Created advertising, sales literature, newsletter, and internal forms for a preschool with 80 students and a budget of \$300,000.

Portfolio

<http://tinyurl.com/RobertPortfolio>