

Mary A. C. Fallon

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Multimedia news editor and writer; and communications strategist for technology businesses. Twenty years' experience as a journalist and video/audio editor and producer. And 20 years' experience managing communications teams; and creating product positioning, events, videos, social media, and speeches for technology businesses including analyzing competitors and third-party products to assist in the development of product and marketing strategies and positioning. Experienced in personal and enterprise computing, artificial intelligence, 21st-century data storage, real estate, education, banking, and venture capital. Recent clients include Altimeter, NetApp, Meta, Apple's FileMaker Pro, Obi Worldphone, Move, Inc. (realtor.com), Student Financial Aid Services, Aconex, and Emerald Bio.

EMPLOYMENT HISTORY

Editor and Writer

current

Write and edit news stories and other communications including market analyst research, websites, speeches, presentations, customer stories, and news releases. Produce and edit video and audio programs and podcasts. Teach writing, interviewing, and presentation. Develop communications strategies and plans, manage events, and conduct media training for executives.

Senior Director of Communications/Consultant Rezolve, Inc.

2008-2015

Created and implemented public relations strategy to raise national awareness for three start-up companies in the financial aid and college-planning market. Managed crisis communications, media relations, served as spokesperson, and conducted interview training for executives. Wrote websites, presentations, articles, direct mail, and other sales collateral. Managed all aspects of trade show events. Company became a client in 7/2010.

Editor-in-Chief, DEMO.com

2008

Transformed an International Data Group (IDG) technology conference website into a news and social networking website focused on emerging technologies. Managed the website's design evolution and determined new functionality and content syndication. Supervised web master and freelance writers. Determined editorial direction. Produced and edited stories, videos, and podcasts.

Multimedia Editor, *Florida Today*

2006-2007

Increased readers' time on website and page views for news website. Managed daily pre and post-production of videos/audios and posting breaking news to a website. Played a key role in *Florida Today* winning the honor of #1 Gannett news operation in 2006-07 because of innovative use of video, hyper-local news, and other Web multimedia projects. Launched a new approach to covering online news. Served as liaison between the news operation and Web programmers to create new page designs and content. Pioneered video training and production for Gannett.

Marketing Strategist and Writer

2003-2005

Developed and implement communications and market positioning and strategies and content such as presentations and articles for a variety of clients. Developed 360-degree market analysis for a variety of technology companies. Trained executives in media interviews and PR professionals in writing.

Video Production Teaching Assistant, UFlorida 08/2003 - 04/2005
Graduate student at the University of Florida's Documentary Film Program. Produced and directed *24/7*, an award-winning documentary about caring for people with developmental disabilities. Taught corporate video production and Final Cut Pro editing software.

Director of Marketing, Palm, Inc. 2000-2002
Developed new markets for emerging technology products. Created strategy and content for sales presentations, PR campaigns, ads, website and retail promotions. Managed sales-support events. Company spokesperson.

Vice President of Marketing, GoCampus 2000
Responsible for marketing, product positioning, branding, and communications strategies, messaging and plan; media and analysts relations; advertising; website, sales support and market research. Developed prototype higher education community website and online catalog. Helped determine overall business plan. (Short-lived Internet services start-up company)

Worldwide Communications Manager, HP 1994-1999
Converted PR into a strategic weapon for HP's \$4 billion Test & Measurement Organization (now Agilent Technologies). Created strategies, processes, training, and tools to support TMO's objective of increasing revenues from new markets, such as communications. Led and trained a worldwide team of 85 PR and marketing professionals. Built alliances with 31 product divisions and their executives to execute a new approach to communication with key markets and employees. Created perception audits, message analysis, presentations, white papers, videos, and audio and print strategic sales-support newsletters. Company spokesperson.

Senior Editor, Technology & Media Group 1994
Researched and analyzed the impact of digital technologies and products for the executive newsletter *Technology & Media: A Report on Communication, Information and Entertainment*. It circulated to cable, broadcasting, telephone, online, computer, software, entertainment and publishing industries worldwide. Planned future electronic products.

Public Relations Manager, Apple 1988-1993
Revamped communications strategy and content for education marketing to improve sales. Reversed a downward trend in public perception of Apple's commitment to education. Overhauled messaging and content of Apple's education research efforts enabling sales to leverage findings to close deals. Created videos, including *Wireless Coyote* and *Cloud Forest Classroom*, which helped prompt the FCC to allow data to move on radio frequencies, and presentations about emerging technologies for executives. Coached executives how to be more effective speakers. Trained customers to be evangelists. Company spokesperson.

Business Reporter, San Jose Mercury-News 1983-1988
Wrote about the computer, telecommunications, banking, real estate, venture capital and biotechnology industries. Primarily responsible for tracking approximately 50 computer and networking companies, most based in Silicon Valley. Won two reporting awards and was part of a team that won best California daily business news reporting award three years in a row.

EARLY WORK EXPERIENCE

Business /General Assignment Reporter 1974-1983
Reporter covering business and general assignment for metro newspapers in CT, RI, TX, and MA.

EDUCATION

- Masters of Arts in Mass Communications (documentary filmmaking) with Highest Honors, University of Florida 2005
- Macy's Fellowship for Science Reporting. Co-produced *The Science Gazette*, a national science news show for WGBH-TV 1987
- Davenport Fellowship in Economics Reporting, University of Missouri 1983
- Bachelor of Arts in Journalism Cum Laude, University of Bridgeport 1973

AWARDS

- International Health & Medical Media Award - the Freddie - for *24/7* in 2006
- Crystal Reel Award - Best Documentary - Florida Motion Picture & Television Association for *24/7* in 2006
- Best Documentary for *24/7* Reno International Film Festival 2005
- Selected to screen *24/7* at the Florida Film Festival and the Newport Beach International Film Festival ('06) and the Picture This Film Festival in Canada ('07)
- The Press Club of San Francisco - Second Place, Best Business Story 1985 for an article about California businesses in South Africa
- National Society of Professional Engineering - Second Place, Best Story 1985 (large newspapers) for an article about new semiconductor technology

Software Fluency

- Final Cut Pro - video and audio editing
- Avid Express Pro - video and audio editing
- Microsoft Word and Excel
- PowerPoint
- xHTML (basic coding)
- Saxotech (Publicus) content management system
- Photoshop
- iBook Author