

MARILYN MCNEAL

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HIGHLIGHTS

- 19 years of experience as an independent media maker in web, audio & video.
- 17 years of experience teaching in non-profit, college & university settings.
- Expert instructor of web & document production, digital image editing, animation.
- Experience teaching adult beginners, continuing ed students, seniors and media professionals.
- Experience with course development, SLOs, outlines, notes, evaluation, attendance documentation.
- Electronic music producer & musician: experimental roots music, sound art & electronica.

WEB DESIGN & MEDIA PRODUCTION / SOCIAL MEDIA ENGAGEMENT

- Experience creating small portfolio websites that reflect my work as an independent media maker.
- Experience capturing, editing and incorporating audio & video content into websites.
- Experience creating keyword rich engaging content & developing a network of links to content.
- Experience developing online fan base by following, liking, commenting on and sharing others' content.
- Experience integrating marketing & self-promotion concepts into web & media production classes.

21st CENTURY WORKPLACE SKILLS DEVELOPMENT

- Experience incorporating discussion of current workplace hiring trends, local & national economic issues, and news stories concerning local tech employers into weekly lessons.
- Experience supporting students in developing adaptability to constantly evolving software & hardware tools, agility in learning new concepts & skills.
- Lessons stress the importance of ongoing self-directed learning, research, & reverse engineering.

COMPUTER SKILLS INSTRUCTION

- Experience teaching in multi-generational, multi-ethnic classrooms with 5 – 30 students.
- Experience breaking content into manageable chunks, creating exercises & assignments.
- Experience delivering step-by-step instruction that incorporates theory, demo, projects & quizzes.
- Focus on building problem solving skills; exploration, pattern recognition, persistence & failure.
- Skilled at providing clear explanations & examples; emphasis on demystifying workspace, using help menu and online tutorials.
- Experience teaching web production, cloud-based document production & storage, digital image editing, animation for the web.

CURRICULUM DEVELOPMENT / STUDENT LEARNING OUTCOMES

- Experience developing & reporting Student Learning Outcomes in compliance with department and accreditation board specifications.
- Exp. w/ curriculum development & revision process: generating ideas from a wide range of existing materials, creating lesson plans, syllabi, media assets that match stated learning outcomes & measurement tools.

WORK EXPERIENCE

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|----------------|-----------------|---------------------------------|--------------|
| 2017 – Present | Instructor | UC Berkeley Art Studio | BERKELEY, CA |
| 2005 – Present | Instructor | Bay Area Video Coalition (BAVC) | SF, CA |
| 2005 – 2006 | Adjunct Faculty | New College of California | SF, CA |
| 2004 – Present | Instructor | City College of San Francisco | SF, CA |
| 2004 – 2005 | Instructor | LYRIC Youth Center | SF, CA |
| 2003 – 2006 | Web Producer | Dissent Magazine | NY, NY |
| 2003 – 2004 | Web Producer | Women’s Economic Agenda Project | OAKLAND, CA |
| 2003 – 2004 | Instructor | Positive Resource Center | SF, CA |

EDUCATION

- M.A. Media Studies, Department of Communication, New School University, New York, NY 2001
- B.A. English Literature / Latin, Cum Laude, University Scholar, University of Pittsburgh, Pgh, PA 1989

APPLICATIONS

- **Image Editing:** Photoshop, Photoshop Elements, Pixlr Editor
- **Web Production:** HTML / CSS, DreamWeaver, Adobe Animate, Acrobat, WordPress
- **Social Media:** LinkedIn, Google +, YouTube, Twitter, Amazon, Etsy, Ebay
- **Office Productivity:** Microsoft Word, Excel, Access, PowerPoint, Publisher, Outlook
- **Google:** Web & Image Search, Drive & Apps, Gmail, Calendar, Maps / Earth, Translate
- **LMS:** Moodle, Verso, Quia
- **Audio:** Ableton Live, Audacity, Garageband, Auria, Loopy, AudioBus, Auxe
- **Video:** Premiere Pro, iMovie, Windows Media Maker

ADDITIONAL TRAINING

- PARS, Grading, SLO Assessment Training, City College of San Francisco; 2013 - 2016
- Ableton Live 9 Suite: Private Study with Seth Earnest, Vespers, Moldover, Ben Engelberg - 2015
- Self-Directed Online Study (Lynda.com); 2010 – Present
- Photoshop Intermediate, Bay Area Video Coalition - 2006
- Digital Directions Teacher Training Institute, Bay Area Video Coalition - 2005