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# MARY O'NEILL FOWKES

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## PROFILE

- Communications professional with experience delivering the corporate message to a diverse workforce.
  - Experienced in distinguishing, identifying, and launching new communication channels.
  - Proven agent of change, with a wealth of experience in implementing technology to solve problems and streamline processes.
  - Tested professional with the interpersonal skills to bridge the gap between technical and non-technical staff.
  - Enthusiastic team player with outstanding organizational skills and a proactive approach to projects & programs.
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## PROFESSIONAL EXPERIENCE

### **The Commonwealth of Massachusetts Information Technology Department**

05/2007

Present **Project Analyst**

- Manage Mass.Gov product enhancements.
- Provide software support and technical assistance to Mass.gov content providers.
- Perform software testing and analysis.

10/2006

5/2007 **IT Specialist**

- Manage OCPF intranet projects and application development projects.
- Provide software support and technical assistance to EFS and custom software end users. Perform primary level troubleshooting (diagnose, identify, troubleshoot, and resolve problems) of the EFS and custom software products.
- Perform software testing and analysis.
- Query information database to create reports for staff use.

1984 -

2006 **The Boston Globe**

**Boston, MA**

*Owned by the New York Times Company since 1993, the Boston Globe is New England's leading newspaper with an average weekly circulation of nearly 450,000 and an average Sunday circulation of nearly 700,000. The Globe is a 700 million dollar company comprised of 3,800 employees across varied departments including editorial, production, sales, distribution, and delivery.*

5/2005-

3/2006 **Manager, IT Measurement & Improvement (PMO)**

- Facilitate improvement in the performance and efficiency of the New England Media Group's (NEMG) information technology services through the use of metrics, process analysis, and specific implementation projects. The projected cost savings for the company was 4.6 millions dollars per year.
- Responsible for measuring the effectiveness of all information technology services by developing critical tools, managing monthly reporting, and performing ad-hoc analysis.
- Collaborate with information technology leaders to continually improve the metrics dashboard, develop new measures & stratify existing ones to influence organizational behavior, and highlight opportunities for improvement.
- Execute performance improvement projects on time and on budget. Viewed by the information technology leadership team as a key resource in improving overall performance of information technology services.

1999-  
2005

**Intranet Communications / PC Development Technologies Manager**

- Integrate the company's intranet across the NEMG. Meet with senior managers to resolve technical and procedural issues, and supervise all training functions.
- Manage the company-wide intranet. Design & produce dynamic web pages, and develop functional databases to better manage information. Edit content for accuracy and value.
- Analyze departmental procedures and apply technological solutions to streamline processes. Train employees in software packages to improve workflow.
- Instigate, develop, and teach technical training courses in internet/intranet usage, web page development, multimedia tools, and PC skills across the company.
- Developed a Performance Management System in conjunction with the Human Resources Department. Aligned employees with management competency profiles to develop skills and determine bonuses. Selected by the New York Times as the model for their Performance Management System.
- Nominated by the Information Technology Council Members to serve on a task force to define the webification strategy for The New York Times Company.
- Collaborated with senior management to write a communications plan for the latest Boston Newspaper Guild, Local 31245, Contract. Served as a member of the executive team that prepared and presented the Communications Guidelines for Managers to assist in developing a systematic approach to internal communications.
- Wrote and delivered a presentation outlining the Information Technology Department's corporate objectives and how they link to individuals' goals. Designed an intranet presentation to supplement the material.

1992-  
1999

**Systems Analyst - Education, Training & Support Group**

- Proposed, designed and taught over one hundred and fifty software training classes to all levels of staff across the organization. Introduced computer skills to new users, and assisted experienced personnel with implementing software solutions.
- Utilized process-modeling techniques to analyze the functionality of support staff. Utilized technology to reorganize and simplify clerical procedures.
- Taught senior executives how to use software packages to minimize paperwork and prioritize tasks.
- Implemented training programs focusing on using the interoperability of business applications to improve workflow.
- Researched, designed, wrote, and maintained training manuals and user guides. Consulted with IT staff and multiple end users to insure both technical accuracy and readability.
- Worked with minimal supervision. Met or surpassed strict deadlines.

1989-  
1992

**Office Manager, Information Technology Department**

- Applied technology to streamline all business processes. Reduced clerical tasks by ninety percent, from forty hours per week to four hours per week.
- Served as an internal technology consultant. Instructed colleagues from clerical staff to senior management on various software packages and technologies.
- Responsible for data gathering and reporting of a twenty million dollar budget. Insured that all managers met budgetary reporting goals, and improved the reporting process.
- Updated and executed all payroll functions for the department. Utilized software solutions to significantly reduce processing time and paperwork.
- Managed the activities of the Information & Technology Department Assistant. Delegated daily tasks, set professional goals, and wrote performance reviews. Expanded the responsibilities of the Assistant from just clerical work to more project-based assignments.

1986-

**Assistant, Information & Technology Department**

- Supported the activities of twelve senior managers in a 120-person department. Responsible for multiple reporting and tracking functions within the group.
- Performed customer service and internal help-desk tasks. Addressed all technical issues and installed & configured software.
- Purchased computers for the department. Managed all paperwork and accounting, and oversaw a significant budget for the project.
- Assisted in the writing and production of budgetary presentations.
- Selected by the Senior Vice President to be trained in multiple software packages and technologies.

**TECHNICAL PROFICIENCIES**

Technologies: HTML, DHTML, ASP, JavaScript

Applications: DreamWeaver, HomeSite, PhotoShop, FireWorks, Lotus, LotusDomino, Adobe

Microsoft Office Products: Project, Word, Excel, PowerPoint, Outlook, FrontPage, Visio, Access, Visual Basic, SharePoint

Platforms: PC, MAC, VAX/VMS

**EDUCATION & TRAINING****UNIVERSITY OF MASSACHUSETTS****Boston, MA**

Certificate in Practical Project Management.

**NEW HORIZONS, COMPUTER LEARNING CENTER****Boston, MA**

Technical Coursework Included: HTML 1, HTML 2, HTML3, JavaScript - Dynamic HTML, Introduction to Programming with Visual Basic, Introduction to Java Script, Dynamic Data and the Web, Macromedia DreamWeaver 1, Macromedia DreamWeaver 2, Macromedia DreamWeaver 3, Building Dynamic Applications with MacroMedia DreamWeaver, MacroMedia Fireworks 1-2, Adobe Photoshop 1,

Microsoft Software Training Included: Project 1, Project 2, Visio, Advanced Word, Advanced Excel, Advanced PowerPoint and FrontPage.

**BOSTON GLOBE, INTERNAL TRAINING PROGRAMS****Boston, MA**

Web Trends Reporting, Project Management, PMI – Project Management Essentials, PMI – Work Breakdown Structure, PMI – Requirements Gathering, Communications Training: How to Deliver Bad News, Communicating for Results, Diversity Training, Defining Sexual Harassment in the Workplace.

**LEARNING TREE INTERNATIONAL****New York, NY**

Coursework Included: Understanding LotusScript and Building Web and Notes Applications.

**FUTURE MEDIA CONCEPTS****Boston, MA**

Coursework Included: Building Dynamic Applications with MacroMedia DreamWeaver.

**EMMANUEL COLLEGE****Boston, MA**

Business Administration.

**BOSTON BUSINESS SCHOOL****Boston, MA**

Business Management.

## AWARDS AND HONORS

**Boston Globe Outstanding Achievement Award Winner** (2003, 2005). Founded in 2002, the Outstanding Achievement Award is presented to recognize and reward excellence in execution in achieving results in a given quarter. Sustained high performance in exceeding goals and objectives. The criteria is that results delivered are over and above expected goals, objectives, and metrics, results have long-term, positive impact on customers, partners, vendors and co-workers, results have been achieved with behavior consistent with Rules of the Road.

**2003** - Recognized for launching the company's intranet site, Compass, and performing all training and data management functions.

**2005** - Recognized for revising the company's performance appraisal system to match the management competency model. Coordinated the team that delivered a new system consisting of two different tools and databases: one for the business side and one for editorial. Products were ready ahead of schedule and under budget.

**Boston Globe Impact Award Winner** (2002, 2003, 2004). Founded in 2002, the Impact Award is presented to individuals who perform over and above his or her job description to make a positive contribution to the company.

**2004** – Developed a Home Page for Sarbanes-Oxley ahead of schedule. Organized the presentation of materials on Compass, and proactively conducted research & added key sites to the page. Assisted the SarBox team and NENG Management in taking a critical step forward in providing key legislative information to staff, while setting the stage for internal compliance work.

**2003** – Designed, developed, and implemented the Human Resources Management Calendar to provide a single source of Human Resources-related information to the Globe Management Staff. Addressed user concerns and technical issues. Featured by the New York Times Corporate Human Resources Department in their monthly newsletter as an example of a great on-line communication tool for employees.

**2002** – Worked with Human Resources to design and implement an on-line tool for senior managers to input & track their goals, and then prepare performance appraisals to determine bonuses.

## PROFESSIONAL & COMMUNITY AFFILIATIONS

### **Chairperson, Boston Globe Charity Campaign, 1998-1999, 1999-2000, 2004-2005, & 2005-2006**

Managed the most profitable Boston Globe Charity Campaigns to date, raising over one and a half million dollars for the United Way. Identified and directed a team of captains to solicit donations from Boston Globe employees. Planned and executed all communication strategies with employees, and oversaw the processing of contribution forms.

### **Committee Member, Boston Globe Charity Campaign, 1987-2006**

### **Board of Directors Member, Braintree Youth Hockey, 2000-2003**

Served as the Information Officer, and designed & maintained the organization's website. Collected data to produce and edit informational fliers, and organized all mailing functions.

### **Board of Directors Member, Braintree National Little League, 2003-present**

Conceived, built, and maintain the Braintree National Little League website. Serve as the Information Officer, and built a contact list/ mailing database to streamline the communications processes for the league.

### **Coach, Braintree Girls Softball, 1988-1990, 2001-present**

Teach new players the rules and techniques for playing softball. Schedule practices, manage the team during games, and supervise the players' activities.