

# Mary Zimnik

## Writer, Designer, Educator

References available upon request (testimonials available in [LinkedIn](#))

Creative communications expert with more than two decades experience as a writer, editor, designer and photographer for digital and print projects in education, technology, brand development, marketing and public relations. Educator developing continuing education curriculum and programs for digital marketing, graphic and web design certificates. Location agent on-set for major feature film, documentary and commercial projects.



### Skills

Writing / Editing  
Online and In-Class Instruction  
Adult /Continuing Education  
Instructional Design Curriculum Development  
Asynchronous Course Dev.  
Digital Marketing Strategy  
Brand Development  
Graphic Design  
Web Design  
Photography  
Film-making  
Independent Work  
Team Collaboration



### Apps

**Adobe Creative Cloud:**  
InDesign 2021  
Photoshop 2021  
Illustrator 2021  
Dreamweaver 2021  
XD (Experience Design)

**G-Suite (Google Apps):**  
Gmail, Hangouts, Drive, Docs

**Office Suites (MS/Apple):**  
Word and Pages  
PowerPoint and Keynote  
Excel and Numbers



### Tech

HTML 5 / CSS3  
Responsive Design  
CMS's  
WordPress Customization

**LMS's:**  
Canvas  
Pathstream  
Moodle  
LearnDash

**Online Training:**  
GoTo Meeting  
Zoom Meeting



### Education

**Eckerd College**  
St. Petersburg, Florida • 1988  
**Major: American Studies**  
• First undergraduate to co-teach with a professor (Page Design section in Howard Carter's Journalism course)  
• Edited newsmagazine *Impact*

**Poynter Institute**  
St. Petersburg, Florida • 1983  
**Student Fellowship: Journalism, Photography, Page Design**



## Professional Experience

Adobe Certified Expert  
License: ADB191820

### Emory University Continuing Education (ECE) | Atlanta, Georgia

#### • Instructor / Evaluator • 2021 - Present

Work with all students in the new Digital Marketing asynchronous program inside an LMS with curriculum co-designed by Facebook and Google. Oversee and grade student progress and graduate them. Hold weekly live online sessions ("office hours"), develop additional curriculum as needed, work with each according to their specific educational needs — all in an effort to answer the challenge of how we teach in this new remote / digital period in higher and professional education.

#### • Instructor • 2004 - 2020

Contract instructor, certificate program developer and curriculum designer in more than two dozen 100- to 300-level courses in digital marketing and advanced web and graphic design certificates.

► **Accomplishments:** *Founded advanced graphic design and web design cohorts, co-developed digital marketing program. Taught and developed 25 courses. Taught thousands of student graduates.*

### Studio-MZ | Owner / Creative Director

Atlanta, Georgia • 1999 - Present

Communications consultancy with comprehensive services including writing/ghostwriting (photography, education, marketing, technology, features), editing, graphic design, UX planning and UI design, photography and curriculum development.

► **Accomplishment:** *Annual fund direct-mail materials designed for client Agnes Scott College won a CASE III Advancement Award of Excellence for Educational Fundraising.*

### Southern Methodist University (CAPE) | Online Instructor

Dallas, Texas • 2012 - 2018

Online contract instructor and curriculum developer in the advanced web design and graphic design certificate programs.

► **Accomplishment:** *Guided the programming and conversion of the web design program from foundational to advanced.*

### Studio-MZ / Agnes Scott College | Location Agent

Atlanta, Georgia • 1995 - 2004

Responsibilities for clients included negotiating and authoring film location contracts with major studios (Paramount, Disney, Miramax); supervising film crews on set (from preproduction through wrap); and scouting for a variety of projects (50+ in all).

**Credits included:** *Wes Craven's Scream 2; Stroke of Genius: The Bobby Jones Story; HBO's Dare to Compete: Struggle of Women in Sports; WB's Young Americans; mini-series A Season in Purgatory*

► **Accomplishments:** *Was the only person in the industry worldwide specializing in academic film locations. According to The New York Times, twice negotiated the largest per-day location fee in the history of university on-location filming ([ref.](#))*

### Agnes Scott College | Manager Creative Services

Atlanta, Georgia • 1995 - 1999

Managed creative services under director of communications including all graphic design and production; public relations; special filming projects; and working on the team planning and coordinating an international presidential inauguration.

► **Accomplishments:** *Edited and designed the Campus Connection newsletter, which grew from a simple calendar to a key internal communications publication for the entire campus used also for recruitment in admissions and for fundraising in development.*



## Previous Freelancing Experience

**Designer, Photographer, Publicist, ESL Instructor**  
Tampa Bay, Florida, and Atlanta, Georgia • 1988 - 1995

**Projects:** publicist; community newspaper editor; logo design; photographer, English as a Second Language teacher Mount Ida College, Newton, Massachusetts



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