

# Mark Newell

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## EDUCATION

Rochester Institute of Technology

**BS, New Media (Publishing)**

2004 – 2008

3.75 GPA

Deans List - 10 Academic Quarters

**Activities:** Open Publishing Lab

## EXPERTISE

Design & Coding

- » XHTML/CSS, Javascript (jQuery)
- » CMS Templating and Development in PHP (Drupal 5+, Wordpress, Joomla)
- » Design for Web and Print (Photoshop, InDesign, Illustrator, Flash)
- » Actionscript for Adobe Flash

Writing

- » Technical writing and editing for project descriptions and proposals

## OTHER EXPERIENCE

Bloody Good Horror

<http://www.bloodygoodhorror.com>

**Web Designer/Developer, Writer/Blogger,  
Podcast Personality**

2002-2004, August 2007-Present

Bloody Good Horror is a Drupal 6-based website that averages 30,000+ page views a month. Site creation and design, maintenance of templates and development of new site elements, creation of blog content, movie reviews and weekly podcasts. Site is dedicated to current and classic theatrical, straight-to-DVD, and cult horror films.

## EXPERIENCE

Rochester Democrat and Chronicle

**Web Developer**

June 2008 – Present

Custom design and layout from concept in Photoshop and Illustrator to production in XHTML and CSS, custom development in Drupal, and general technical troubleshooting

**Awards:** 2009 Dean Gysel Award for Multimedia, 2009 & 2010 RIC Quarterly Awards for Growing Audience and Innovation

**Multimedia Intern**

February 2007 – May 2008

Originally part of a 20 week co-op program, extended to a part time position until hired full time after graduation in June of 2008

**Duties:** Design for print and web, interactive design and coding in Adobe Flash, XHTML and CSS coding and troubleshooting, general software troubleshooting

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Open Publishing Lab at RIT

**Student Researcher**

March 2008 – May 2008

Web Editor for the 1st edition of the OPL's Innovation News project and a general researcher for the Open Publishing Lab in the 2008 Spring Quarter at RIT

**Duties:** Planning and designing a Drupal-based web site, general research on publishing and mobile platforms, ideation for future projects