



Maureen A. McAliney

Marketing and Communications Specialist

Summary of Qualifications

- 2+ years managing marketing, advertising, and communications for environmental and occupational health and safety business sectors.
- 5+ years delivering business communications and marketing services.
- Applies web and social media to engage clients and prospects.
- Oversees conference, trade show, and career fairs.
- Assisted with dozens of proposals and reports for Fortune 500 clients and prospects.
- Coordinated hazard and safety data at international chemical firm with more than 2,400 employees.

Professional Highlights

COLDEN CORPORATION

Working out of Colden's Philadelphia headquarters, Ms. McAliney provides marketing and communication efforts for multidisciplinary consulting services. Her responsibilities include organizing and participating in conference and trade show events, designing promotional materials with Adobe Creative Suites, creating and updating website content, including descriptions of company services and firm news and events, and assisting in creating proposals and reports for Fortune 500 companies. Ms. McAliney also coordinates social media efforts and email campaigns, prepares and distributes press packages for high-profile clients, manages integrated marketing and communications efforts, organizes and develops promotional materials, and manage advertising and public relations.

VECTOR MARKETING CORP.

As a sales representative for a national cutlery company, developed prospecting and communication skills and sales-closing expertise.

ARKEMA AMERICAS, ARKEMA, INC., KING OF PRUSSIA, PENNSYLVANIA

For an international manufacturer of high-performance materials, industrial specialties, and coating solutions, Ms. McAliney served in a variety of capacities at the firm's American headquarters.

Occupational Health and Safety Consultant

As a consultant, Ms. McAliney provided hazard analyses and risk assessments (including identifying MSDSs and chemical risk levels). She worked with clients to understand, prioritize and control occupational health risks, performed data analysis for Fortune 100 companies, built management of risks and tasks database for international plants, and collaborated with Galson Labs to consolidate reports for Arkema plants. Ms. McAliney also organized Quest Site Professional session reports into ApplicationXtender, entered industrial hygiene worksheets into ApplicationXtender, and collaborated with safety managers for chemical analytical results.

Co-op in Health, Environmental and Safety Department

As a co-op, Ms. McAliney presented and assisted chemists in understanding CISPro capabilities, developed Power Points and pamphlets for implementation of new chemical inventory management program, and updated and improved Training Mine Safety PowerPoint presentations. Her responsibilities included creating CISPro PowerPoint tutorial, compiling and organizing safety engagement employee surveys and performing walking and working surface audit. Ms. McAliney took inventory of site chemicals, including asphyxiant gases, visited multiple Arkema plant sites to perform walking and working surface audits, performed OSHA compliance verification of site medical records and managed and recorded chemicals using CISPro Inventory Management System.

PRIVATE CONSULTING

As an independent contractor, Ms McAliney developed promotional material for local business in France and Pennsylvania. She also assisted with editing and developing marketing print materials, and organized marketing efforts.

Education

- Ithaca College, Roy H. Park School of Communications
Bachelor of Science, Integrated Marketing Communications, (2011)

Presentations / Publications

- Awarded “Best Group Sales Promotional Proposal” for presentation at Ithaca College, December 2010.
- Graphic design layout published in “Northeast Regional Industrial Hygiene Conference” brochure, December 2012.
- Graphic design layouts published in “The Synergist” magazine, 2012-13.
- Graphic design layouts published in the 2013 AIHA “Consultants Listing,” 2013.
- Graphic design layout published in “Facility Safety Management,” 2013.

- “LinkedIn ®: Getting to Know the Basics” presented at the Mid-Atlantic Construction Safety Council, February 2013.