

Karen Newell  
Charlottesville, VA  
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## **EDUCATION**

Bachelor of Arts - Communications, 1985  
Lewis & Clark College, Portland, OR

## **SKILL SUMMARY**

Audio brainwave entrainment meditation specialist, project management, teaching/training, video/audio editing, web development, strategic planning, network technology, communications.

## **BUSINESS OWNER**

Jan. 2011-present

*Co-founder, Sacred Acoustics*

Research, development and presentation of brain entrainment sound technologies used to enhance expanded states of consciousness.

## **FREELANCE WORK**

2007-2016

*Web Developer, The Site Well*

Work with various clients to create custom designs and/or incorporate existing sites into a content management system. Includes HTML, CSS, search engine optimization, ecommerce, forms, analytics, banner ad management, video, audio, flash, etc.

## **EMPLOYMENT HISTORY**

Sep. 2011-Aug. 2012

*Director of Web Development, The Monroe Institute, Faber, VA*

Converted content and redesigned website, including photography, reorganization of site architecture and incorporating it into a content management system. Set up online retail store for purchasing 300+ products and programs.

Nov. 1998-May 2011

*Director of Information Technology, Alter Communications, Baltimore, MD*

Performed web development and maintenance for numerous websites, including content management, ecommerce, banner advertising, design, video, analytics, blogs, mailing lists, search engine optimization and database conversion and integration. Member and facilitator of strategic planning team. Project manager for various initiatives. Network, desktop and server installation and maintenance. Research, implement and maintain software and database solutions. Vendor selection and coordination.

June 1994-Nov. 1998

*Systems Manager, Jewish Times Group, Baltimore, MD*

Researched, planned, developed, budgeted, implemented, documented and maintained computer technology requirements for a group of five weekly newspapers, three magazines and graphic design studio. Selected and developed relationships with vendors for services

including web development, internet service, hardware, network installation and maintenance. Support for desktops, servers and email. Managed art department personnel and processes.

Dec. 1993-Nov. 1998

*General Manager, Blue Sky Design, Baltimore, MD*

Managed all business operations of graphic design studio. Developed and maintained yearly budget, expenditures, billing and quotes to ensure profitability. Responsible for job scheduling, payroll, hiring, supervision and reviews of all personnel. Continued systems duties listed below as Operations Manager.

May 1991- Dec. 1993

*Operations Manager, Blue Sky Design, Baltimore, MD*

Instituted new technology for desktop publishing in Macintosh environment for three locations. Procured, planned and maintained all system requirements. Instituted technology and production standards among three sister publications. Developed training documents and trained users at each site. Acted as traffic manager, supervisor of production/office staff and customer/sales service.

June 1986-May 1991

*Type Manager, Typeagraphic Shop, Baltimore, MD*

Originally hired as typesetter, responsibilities quickly increased to include staff supervision, quality control, training new employees and establishment of job flow and record keeping methods. Maintained typesetting computer equipment.

May 1985-June 1986

*Typesetter, Quality Composition, Baltimore, MD*

Worked with Compugraphic computer typesetting equipment composing advertisements, newspaper and magazine copy, brochures, charts, signs, etc.