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Web Development & Design ♦ Digital Publishing Operations ♦ Business Administration ♦
Workflow Optimization ♦ Technology-Enabled Processes ♦ Strategic Operations

PROFESSIONAL SUMMARY

Multi-disciplinary consultant and business owner with 15+ years of experience across web development and design, digital publishing operations, business administration, and technology-enabled workflows. Founder of Phoenix Blu LLC, a consulting firm with a strong HR practice, while my personal focus is on web and publishing strategy and using the right tools to make work more efficient, scalable, and human. I believe technology should give people time back, not take it away. Known for partnering closely with executive leadership, untangling complex digital and publishing ecosystems, and building smart, sustainable solutions that let teams focus on what actually matters.

Key Skills

- ♦ Web Development & Design
- ♦ Digital Publishing Operations
- ♦ AI-Assisted Process Design
- ♦ Intelligent Tool Integration
- ♦ Metadata & ISBN Management
- ♦ Distribution Platforms & Print-on-Demand
- ♦ AI-Enabled Workflow Optimization
- ♦ AI-Supported Workflow Optimization

EMPLOYMENT HISTORY

Phoenix Blu LLC — Virginia

Owner & Principal Consultant | November 2022 – Present

Founder and principal consultant of a multi-disciplinary consulting firm with a strong HR practice, while personally specializing in **web development and design, publishing operations, AI-enabled workflows, and business administration.**

- Lead web development and design engagements, delivering end-to-end website solutions that support brand positioning, usability, and business objectives
- Direct publishing consulting services including eBook conversion, metadata optimization, ISBN management, and domestic and international distribution strategy
- Oversee publishing workflows to ensure platform compliance, metadata accuracy, and optimized market reach across distribution channels
- Apply AI as a practical business tool to streamline content operations, publishing workflows, and administrative processes
- Provide business administration and operational consulting, supporting process design, documentation, financial coordination, and day-to-day execution
- Collaborate with HR-focused consultants within the firm to support integrated client engagements where operational and compliance needs intersect

Phoenix Blu LLC (Client: Sage Strategists Co.) Virginia

Business Administrator (Consultant) | October 2024 – Present

Provide operational and administrative support for a growing HR consulting organization.

- Manage schedules, documentation, reporting, and operational workflows
- Oversee invoicing, expense tracking, and budget support activities
- Support HR functions including recruiting coordination, sourcing assistance, and reference checks
- Streamline internal processes to improve efficiency and support compliance efforts
- Coordinate with clients, vendors, and internal stakeholders to ensure smooth operations

Phoenix Blu LLC (Client: Ideapress Publishing) — Virginia / Remote

Director of Digital Media & International Distribution (Consultant) | September 2025 – July 2025

- Directed cover design initiatives from concept through production, ensuring alignment with market trends and brand standards
- Collaborated with editorial, marketing, and sales teams to integrate design and distribution strategies
- Optimized audiobook distribution and expanded international sales channels
- Led print-on-demand operations, maintaining metadata accuracy and production quality
- Negotiated vendor contracts to balance cost efficiency with high-quality output
- Designed and managed author websites to strengthen online presence and audience engagement

Phoenix Blu LLC (Client: Ideapress Publishing) — Virginia / Remote

Director of Production & Logistics (Consultant) | September 2015 – August 2024

- Led end-to-end book production workflows, including project timelines and vendor selection
- Monitored budgets, schedules, and deliverables to ensure on-time, cost-effective execution
- Tracked author and vendor deadlines to maintain momentum across multiple projects
- Developed comprehensive internal user manuals to support publishing operations
- Managed vendor relationships and logistics partners to streamline workflows and delivery
- Oversaw monthly royalty invoicing and maintained accurate bookkeeping records
- Coordinated with shipping vendors to optimize inventory movement and delivery timelines

Self-Employed (Client: THRUUE Inc.) — Newport News, VA

Executive Scheduler & Executive Assistant to CEO | May 2015 – April 2016

Provided executive-level administrative and scheduling support for the CEO of a growing organization.

- Managed all executive calendar scheduling and prioritization for the CEO
- Coordinated leadership team scheduling and meeting logistics as needed
- Arranged and managed all executive and leadership team travel, including itineraries and accommodations

Excella Consulting, Inc. — Alexandria, VA

Senior Office Manager | April 2013 – April 2015

Reported directly to the Partner of Internal Operations, overseeing office operations, vendor management, and administrative systems.

- Negotiated office lease agreements and monitored ongoing contractual compliance
- Processed accounts payable and receivable and reconciled monthly corporate credit card activity
- Coordinated logistics and catering for corporate meetings and sponsored events
- Managed vendor relationships, performance, and selection
- Oversaw office logistics supporting rotating consulting staff
- Scheduled office space for consultant meetings and internal events
- Maintained SharePoint office sub-sites and documentation

- Provided on-site support for computer, printer, and minor IT issues
- Managed office supply procurement and inventory
- Supported day-to-day office operations including phones, visitors, and mail

Western Management Corp. — New York, NY

Executive Assistant to Owner/CEO | 2008 – 2013

Provided high-level executive support to the Owner and CEO within a private investment and real estate management firm.

- Managed all domestic and international travel planning, including documentation and itineraries
- Processed executive credit card expense reimbursements
- Served as first point of contact for incoming communications
- Monitored executive email and flagged time-sensitive matters
- Maintained and organized executive contact databases
- Supported private investor relations for limited partnership projects totaling over \$25M
- Planned and executed fundraising collateral and events raising over \$25,000
- Coordinated and managed a four-day off-site Annual General Meeting for 50+ attendees
- Developed annual marketing plans and budgets for retail operations
- Negotiated vendor and contract rates

Western Management Corp. — New York, NY

IT Technical Support & Procurement | 2006 – 2013

Provided internal technical support and technology procurement oversight.

- Served as in-house technical and software trainer for platforms including Yardi and Microsoft Office
- Managed vendor relationships with telecom providers and external IT contractors
- Provided email administration and user support
- Led transition from on-premise server infrastructure to cloud-based operations
- Managed company domains and related technical assets

Education

Colorado Technical University Online - Colorado Springs, CO

Masters of Science Management, 2006 **Major:** Information Systems Security

University of Michigan - Ann Arbor, MI

Bachelors of Science, 1997 **Major:** Bio-Psychology

Certifications/Licenses

Information Systems Security – Graduate Level, Completed August 2005

Security Certification and Accreditation – Graduate Level, Completed November 2005

Information Systems Security Management – Graduate Level, Completed December 2005

Project Management – Graduate Level, Completed August 2006

Certified ScrumMaster – Held Certification between 2013-2015

Computer Skills

AI & Automation Tools: ChatGPT and other AI-assisted tools for writing, research, workflow streamlining, content optimization, and process efficiency.

Software: I have not found a software program I can't figure out – not saying they don't exist. My current favorite and used are Google Docs, MS Office, Adobe Acrobat Pro, Asana, FreshBooks, Google Hangouts, Zoom and MS Teams. I also have experience in Dropbox, FreshBooks and Bill.com. If there is a specific software needed please ask as I have used and worked with a wide variety.

Web Browsers: Google Chrome, Firefox, Safari, Internet Explorer

Search Engines: Google, Bing, Google Scholar, Excite, Yahoo