

Benjamin Michael McFerren

1521 Alton Rd. #200
Miami Beach, FL 33139
786-357-1485

mcferran@seasidesyndication.com
Skype: benjamin205
MSN: bmcferran@live.com

www.seasidesyndication.com
www.facebook.com/benjaminmcferran
www.twitter.com/mcferran
www.myspace.com/mcferran

Objective

Develop market-disruptive products & venues; manage effectively through efficient production & inexpensive viral marketing

Work Experience

07/2007 – Current:	Sea * Side Syndication	Owner & Founder
03/2007 – Current:	Environmental Coalition of Miami Beach	Executive of Brand Development
07/2004 – 07/2007:	Teachade	Founder, UI, Product & Content Mgr.
01/2004 – 07/2004:	Clinton Foundation (Convex Group)	Project Coordinator & Content Manager
05/2003 – 12/2003:	Fitzgerald & Company (McCann Erickson)	Business Dev. & Media Planner/Buyer
01/2002 – 04/2003:	Krome Communications	Account Coordinator
08/2002 – 11/2002:	Fox Sports Net Pittsburgh	Production Assistant
04/2000 – 01/2002:	Phat Kat Publications	Owner & Founder
04/1997 – 08/2000:	Augusta GreenJackets Baseball Club	Assistant Director of Sales

Education

2000 – 2002:	University of Pittsburgh	Graduated: 12/02 GPA: 3.0
1999:	University of Puerto Rico, Rio Piedras, PR	Business Administration: Marketing
1998-1999:	University of South Carolina	National Student Exchange Spanish & Sports Administration

Fluency

English	Intermediate Spanish
---------	----------------------

Programming Languages and Software Proficiency

HTML	Windows	PHP	Javascript	Flash	MySQL	XML	Crimson Editor
FTP	Listmaker	Mac	Paint.net	Office	Excel	Winsp	DreamWeaver
Skype	Pligg	Drupal	Filemaker	Firebug	iTunes	Jzip	OpenOffice
Firefox	OOTP	iTunes	Cloudberry	Yuuguu	Safari	IE	GoToMeeting
Chrome	Photoshop	Fireworks	Illustrator	Homesite	Tweetdeck	CSS	MSN Messenger

Recommended Web Tools

Digg	Vevo	Drudge Report	MySpace	Facebook	Twitter
Congdon	Pandora	onlybucs.com	NewsClipper.org	Feedburner	archive.org
Wired	Flickr	TechCrunch	eschoolnews	Wikipedia	NetFlix,
Mashable	MLB.tv	Imeem	iLike	Yahoo Pipes	Drop.io
Google Docs	Gmail	Hulu	Google AdSense	Google AdWords	Youtube

Recommended Books

Wikinomics Don Tapscott	Zen & the Art of Motorcycle Maintenance Robert M. Pirsig	Reality Check Guy Kawasaki
No Static Quincy McCoy	The Medium is the Message Marshall McLuhan	Audacity of Hope Barack Obama

Contacts

Available Upon Request

Sea * Side Syndication

www.seasidesyndication.com
Miami Beach, FL

Owner & Founder.

Media Consulting & Business Plan Creation
7/07 – Current

Responsibilities

User Interface Design	Project Management	Strategic Planning
Web Development	Contract Negotiation	Fund Raising
Content Management	Online Social Marketing & Metrics	Market Analysis
Government Relations	Media Planning	Supplier Chain Mgmt.
International Contractor Mgmt.	Prototypes	SEO

Industries

Environment	Education	Non-Profits
Satellite Television	Global Football / Soccer	Digital Music
Sunscreen	Politics & Campaigning	Entertainment

FootSchool

2009 to Current.

- www.footschooltv.com
- Developed a Competitive Landscape of the youth football / soccer market in the United States as well as the web presence of professional football / soccer
- Produced a model prototype and currently managing /QA a team of developers in Berlin and India: LAMP, Drupal CMS, Video repository, Google Analytics, PHP Motion, HTML, CSS, Flash, XML Data Pipeline
- Negotiating Content Contract with STATS, AP, and News Corp for Professional Soccer Team Statistics, Standings, New Articles, Photo Libraries and more
- Developing a Strategic, Grass Roots Marketing Strategy that involves a field team filming on location while registering users for accounts on the website
- Allocating content from creative producers over to our website and social satellites: Facebook, Twitter, Myspace, Youtube

A Toda Musica

2009 - Current.

- www.atodamusica.com
- Produced a model prototype and currently managing /QA a team of developers in Berlin and India: LAMP, Drupal CMS, Video repository, Google Analytics, PHP Motion, HTML, CSS, Flash, XML Data Pipeline
- Coordinating with a team of content producers and allocating content strategically over our website and social satellites: Facebook, Twitter, Myspace, Youtube
- Negotiating Content Contract with Universal Music Latin American Group: Live Audio and Video Footage, Lyrics Libraries, Concert Playlists and Schedules, MIDI data, album art, ect...
- Developing Market Analysis of the online Musica Regional Mexicana genre in the United States as well as the web presence of Latin American Music

Web Page Development

2008 - Current.

- Self taught HTML, CSS, Flash, PHP, & Javascript from www.W3schools.com
- Grew client list and built websites: youngdemocrats.ning.com , www.longlifeautomotive.com , www.5thavenuephotos.com , www.dpiracing.com , www.hsconstruction.net , www.marsymcferren.com , www.dpicare.com , www.girlpoweredplanet.com , www.aquaspacific.com , www.miamicdc.com , www.medicholistic.com ,

Environmental Coalition of Miami Beach

2007 - Current.

- www.ecoartgallery.org
- Created the Eco Art Gallery by the Sea: A fund-raising campaign to clean the beach, hire after school workers, decorate the beach front litter bins with design from local artists , and raise money from local and corporate sponsors
- Produced statement of work , project budget, negotiated price/time frames with printer & litter bin manufacturer
- Successfully lobbied community for permission to use beach front litter bins: City & County Mayors, Commissioners, Green Committee, Green Building Council, & the Miami Beach Chamber of Commerce
- Produced and syndicated all marketing materials as related to the project: Press releases, Call to artists, Website where artist submitted their entries, ad creation/placement in the Sun Post & Miami Herald
- Partnership with Shake-a-Leg Miami to raise \$10,000 in computer equipment from Best Buy
- Total Non-Profit Fund-raising: \$82,000 to date

Responsibilities

User Interface Design	Project Management	Strategic Planning
Content Procurement & Mgmt.	Multimedia Production	Event Management
Online Social Marketing	International Contractor Mgmt.	Market Analysis

Research, Development, & User Interface / Experience Design

- Performed thorough research of the competitive landscape and all existing functionality/experiences
- Identified and documented project requirements from user data, industry research, web investigation, school purchasing, interviews and surveys gathered at over 20 education technology trade shows, and parent/teacher/student interviews at our test school located on Fisher Island
- Developed the scope of the site with regard to functional specifications and content requirements
- Developed the site's structure and articulated how these variables were bridged together:
 - a) Different types of teachers (subjects/grades interests) and their longtail
 - b) Different types of resources (learning resources, assessments, ect) and their priorities
 - c) Different stakeholders (teachers, parents, students, administrators, vendors, etc..) & their values
- Developed the site's structure and articulated how these variables were bridged together:
 - a) Wire-framed the site's skeleton and produced interface design, navigation design & information design
 - b) Translated user feedback into page mockups, component listings, site maps, statements of work, and version specs for each iteration of the website's surface
 - c) Contemplated variables to uncover the business model behind the website

Project Management

- Managed web contractors located in Miami, Sacramento, Cambridge, & India through alpha and beta development phases of an educator web portal where teachers share resources
- Translated project requirements into version specs and statements of work, complete with site maps, mock ups, and thorough explanations of functionality requirements
- Negotiated pricing structure, hourly rate, and time lines for each version/iteration with web contractors
- Quality managed production throughout the entire development phase of each version based on initial statement of work
- Identified bugs during pre-release of each version and logged them into Bugzilla for the developers to fix
- Met spec requirements within listed time frames

Content Creation & Management

- Managed Content Procurement & Production of over 200,000 web-based teacher resources
- Managed 30 paid teachers responsible for resource collection and tagging by subject, grade, and topic
- Managed 10 teachers on a project to produce 10 flash-based multimedia games
 - a) Gathered vision and story boards from participating teachers
 - b) Translated teacher direction into a statement of work, complete with game mapping & user-interface navigation
 - c) Negotiated hourly rates and time allocation with multimedia agencies
 - d) Quality managed production throughout the entire development phase based on initial statement of work
 - e) Identified bugs during pre-release of each version and logged them into Bugzilla for the developers to fix.
 - f) Met spec requirements within listed time frames
- Managed Indian web publishing company to translate & tag over 500 flash-based learning games
 - a) Revised scripts of flash-based learning resources (Rupees to Dollars, Cricket to Baseball, etc...)
 - b) Selected voice-over talent
 - c) Tagged each resource by subject, grade, topic, then batch loaded them onto portal

Community Relations

- [Recruited 10,000 community users from online forums, teacher conferences, & focus groups](#)
- Traveled extensively to national teacher conferences and trade shows to
 - a) Represent the Teachade product
 - b) Recruit teachers
 - c) Court vendor participation
 - d) Gather feedback/requirements for future site improvements

Clinton Foundation

www.clintonpresidentialcenter.org
Atlanta, GA

Project Coordinator.

Presidential Library
01/04 – 07/04

- Supported creation of the Presidential website to coincide with the unveiling of the William J. Clinton Center in Arkansas
- Managed writers, graphic designers, & editors in order to publish numerous web-based articles documenting President Clinton's achievements and on-going initiatives with the Clinton Foundation
- Organized thousands of photos and video highlights of President Clinton's years in office as well as the construction of the Clinton Presidential Center
- Indexed 25,000 presidential documents into a searchable/browse-able database, all hotlinked to articles, book excerpts, pictures & other multimedia (Video & Flash-based widgets). Managed web programmers to upload all content

Fitzgerald & Company (McCann Erickson)

www.fitzco.com
Atlanta, GA

Business Dev. & Media Planner/Buyer.

Marketing & PR Agency
05/03 – 12/03

- Coordinated RFP production for the Director of New Business Development & the EVP Managing Director
 - a) Coordinated deliverables from agencies departments: Creative, Media Planning/Buying, Promotions, PR
 - b) Developed market analysis, consumer targeting, & researched historical/potential strategic partnerships
 - c) Participated in sequential client acquisitions: Rubbermaid, GMAC Insurance & Carrols Corp., & Choice Point
- Media planning/buying for Durex Condoms, Raymond James Financial, Afflac Insurance, & Srixon Golf Equipment
 - a) Produced insertion orders and scheduled media placement across print, outdoor, internet, and television
 - b) Negotiated with media sales professionals for clout pricing
 - c) Used MRI and Scarborough subscription databases to identify market data and assemble media plans for clients: Audience targeting data, Competitor ad placement, Reach and frequency of ad opportunities

Krome Communications

www.krome.com
Pittsburgh, PA

Business Dev. & Account Coordinator.

Marketing & PR Agency
01/02 – 04/03

- PR placement for Atlantic luggage – successful placement in the Chicago Tribune Review Travel Section (soon after 911)
- Cold-called phone surveys with City and County Water maintenance supervisors across the nation for the Calgon Carbon
- Worked with Creative Department and Account Executives on ad and brochure production for Red Valve
- Produced research and analysis of the baseball trade show and merchandise market for BWP Baseball Bats
- Qualified new business prospects, secured sales meeting appointments, successful client acquisition (Dynovox Systems)
- Assisted with content development of a brochure-ware website for Allied Security
- Produced a prospect lists, sent invitations, and made follow-up calls to potential attendees of Krome's hosted seminar on "Trade Show Strategy for a Post Recession Economy"

Fox Sports Net Pittsburgh

http://en.wikipedia.org/wiki/Fox_Sports_Pittsburgh
Pittsburgh, PA

Production Assistant.

Live Television
08/02 – 11/02

- Video production & coordination for live television broadcast of a nightly sports highlights program
- Assisted producer in segmenting planned footage for each night while assisted director with on-site filming of sports
- Cutting and editing in bay to produce video packages segmented within the broadcast
- Prepped on-screen talent and fed the teleprompter with transcribed news
- Managed audience participants of the call-in portion of the show
- Assisted director with queues, camera set-up, and camera selection

Augusta GreenJackets Baseball Club

www.greenjacketsbaseball.com
Augusta, GA

Assistant Director of Sales.

Minor League Baseball Team
08/98 – 08/00

- Qualified new business prospects & secured many successful client acquisitions (During the day)
- Sold Outdoor Advertising on the Outfield Wall (\$30,000) & Sold Print advertising in the yearly program (\$20,000)
- Sold group ticket packages and season ticket packages (\$30,000) & Sold reduced priced "Merchant Night" ticket packages to local businesses (\$8,000 and 3 sellouts)
- Worked pre/during/post game management (During the night)
- Managed sponsor promotions/games in between innings
- Managed press booth and catered to the needs of reporters
- Attended the MLB Winter Meetings '98, '99 (Nashville & Anaheim)