

# Benjamin Michael McFerren

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## Sea \* Side Syndication

[www.seasidesyndication.com](http://www.seasidesyndication.com)

Miami Beach, FL - Mexico City, Mexico

Freelance Media Consulting  
7/07 – Current

### Responsibilities

User Interface Design  
Web Development  
Content Management  
Government Relations  
International Contractor Mgmt.

Project Management  
Contract Negotiation  
Online Social Marketing & Metrics  
Tracking Time & Scope  
Prototypes

Strategic Planning  
Fund Raising  
Market Analysis  
Supplier Chain Mgmt.  
SEO

### Latin American Media Properties: Project Manager / UX Designer

2008 to 2010

- [www.footschooltv.com](http://www.footschooltv.com) [www.atodamusica.com](http://www.atodamusica.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 recruited/managed a team of developers in Berlin and India: LAMP, Drupal CMS, Video repository, Google Analytics, PHP Motion, HTML, CSS, Flash, XML Data Pipeline
- Deliverables included wireframes, site maps, and task flow diagrams and other information architecture artifacts
- 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
- Social marketing & content management: Facebook (4,000+ fans), Twitter, 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
- Built a Filemaker 11 system that assembles a daily playlist from various digital assets and scheduled advertisements

### Environmental Coalition of Miami Beach: Executive of Brand Development

2007 - 2010

- [www.ecoartgallery.org](http://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

## Teachade

[www.teachade.com](http://www.teachade.com)

Miami, FL & Cambridge, MA

K-12 Education Portal  
7/04 - 7/07

### UX Designer

- 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

## Teachade (continued)

[www.teachade.com](http://www.teachade.com)  
Miami, FL & Cambridge, MA

K-12 Education Portal  
7/04 - 7/07

### Project Manager

- 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 Manager

- 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

## Clinton Foundation

[www.clintonpresidentialcenter.org](http://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

## Intern Experience

Pittsburgh, PA - Augusta/Atlanta, GA

04/98 – 12/03

- |  |                                     |           |
|--|-------------------------------------|-----------|
| • Fitzgerald & Company (McCann Erickson) | Business Dev. & Media Planner/Buyer | 8 months  |
| • Krome Communications                   | Business Dev. & Account Coordinator | 1.5 years |
| • Fox Sports Net Pittsburgh              | Production Assistant                | 4 months  |
| • Augusta GreenJackets Baseball Club     | Assistant Director of Sales         | 2.5 years |

## Education

2000 – 2002:  
1999:

University of Pittsburgh  
University of Puerto Rico, Rio Piedras, PR

### Graduated: 12/02 GPA: 3.0

Business Administration: Marketing  
National Student Exchange

## Fluency

English

Intermediate Spanish

## Programming Languages and Software Proficiency

HTML	Windows	Basecamp	MS Project	Visio	MySQL	XML	Crimson Editor
FTP	Listmaker	Mac	Paint.net	Office	Excel	Wingsp	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