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Objective:

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

Work Experience:

Sea * Side Syndication – User Interface-Experience Designer / Project Manager / Owner
www.seasidesyndication.com
Miami Beach, FL
7/07 – Current

- * Designed User Interface, Project Managed and coded sites for the following companies & associations:
 - * ECOMB: Content Management System (HTML, CSS, PHP, Pligg Open Source Framework, Google MapsAPI)
 - * Pavlov Pictures: MySpace Page
 - * Miambient: Social Network (Ning Social Networking Template)
 - * Medicholistic: Social Network (Ning Social Networking Template)
 - * Miami Beach Community Development Corporation: Social Network (Ning Social Networking Template)
 - * Miami Dade Young Democrats: Social Network (Ning Social Networking Template, MySpace)

Environmental Coalition of Miami Beach - Product Manager / Executive of Brand Development
www.ecomb.org
Miami Beach, FL
3/07 - Current

- * Project Managed the Eco Art Gallery by the Sea: A fund-raising campaign for beach clean-ups where businesses adopt & decorate beach-front litter bins with their logos and designs submitted by local artists (\$440,000)
 - * Identified business concept
 - * Produced statement of work from initial vision and developed time lines
 - * Produced project budget and gained approval from participants: ECOMB, City of Miami Beach, Miami-Dade County
 - * Successfully lobbied community for permission to use beach front litter bins: City & County Mayors, Commissioners, Green Committee, Green Building Council, & the Chamber of Commerce
 - * Identified project needs, documented statement of work, & negotiated price/time frames with printer & litter bin manufacturer
 - * 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
 - * Managed sales strategy and developed inventory management system
 - * Managed all artist participation and assisted them in the design submission process
 - * Non-Profit Fund-raising: \$62,000 to date

Teachade - Founder, User Interface-Experience Designer
www.teachade.com
Miami, FL - Cambridge, MA
7/04 - 7/07

- * Designed User Interface and User Experience for a K-12 education portal - took an initial vision from strategy to scope to structure to skeleton to surface
 - * Performed thorough research of the competitive landscape and all existing functionality/experiences
 - * Heavily involved with school purchasing of digital content & I performed frequent teacher interviews at our private test school and at teacher conferences throughout the nation
 - * Developed the scope of the site with regard to functional specifications and content requirements
 - * Developed the site's structure and articulate how these variables were bridged together:
 - * Different types of teachers (subjects/grades interests) and their longtail
 - * Different types of resources (learning resources , assessments, ect) and their priorities
 - * Different stakeholders (teachers, parents, students, administrators, vendors, etc..) & their values
 - * Wire-framed the site's skeleton and produced interface design, navigation design & information design
 - * Translated user feedback into page mockups, component listings, site maps, statements of work, and version specs for each iteration of the website's surface
 - * Contemplated variables to uncover the business model behind the website

Teachade – Founder, Product Manager

www.teachade.com

Miami, FL – Cambridge, MA

7/04 - 7/07

- * Project Managed contractors located in Miami, Sacramento, Cambridge, & India through alpha and beta development phases of an educator web portal where teachers share resources (\$900,000)
 - * 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
 - * 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

Teachade – Founder, Content Development

www.teachade.com

Miami, FL – Cambridge, MA

7/04 – 7/07

- * Project 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 (\$40,000)
 - * Gathered vision and story boards from participating teachers
 - * Translated teacher direction into a statement of work, complete with game mapping and user-interface navigation
 - * Negotiated hourly rates and time allocation with multimedia agencies
 - * 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
 - * Managed content translation and tagging of over 500 flash-based learning games with an Indian web publishing company (\$120,000)
 - * Revised scripts of flash-based learning resources (Rupees to Dollars, Cricket to Baseball, etc...)
 - * Selected voice-over talent
 - * 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
 - * Tagged each resource by pre-established subject, grade, topic directory structure and batch loaded them onto portal
 - * Recruited 5,000 community users from online forums, teacher conferences, & focus groups
 - * Traveled extensively to national teacher conferences and trade shows to represent the teachade product, recruit teachers, court vendor participation, and gather feedback/requirements for future site improvements

Clinton Foundation, Convex Group – Project Coordinator

www.clintonpresidentialcenter.org

Atlanta, GA

1/04 – 7/04

- * Supported creation and roll-out 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 & IPG) - New Business Development Assistant & Assistant Media Planner/Buyer
Atlanta, GA
5/03 - 12/03

- * Coordinated RFP production for the Director of New Business Development & the EVP Managing Director
 - * Coordinated deliverables from each of the agencies departments: Creative, Media Planning/Buying, Promotions, PR
 - * Developed market analysis, consumer targeting, & researched strategic partnerships related to companies being courted
 - * Participated in sequential successful client acquisitions: Rubbermaid, GMAC Insurance & Carrols Corp., & Choice Point
- * Supported media planning and buying for Durex Condoms, Raymond James Financial, Afflac Insurance, & Srixon Golf Equipment
 - * Produced insertion orders and scheduled media placement across print, outdoor, internet, and television
 - * Negotiated with media sales professionals for clout pricing
 - * 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 - Account Coordinator
Pittsburgh, PA
1/02 - 4/03

- * 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 Company
- * 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 including the successful client acquisition of Dynovox Systems (\$40,000)
- * 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 - Production Assistant
Pittsburgh, PA
8/02 - 11/02

- * Video production & coordination for live television broadcast of a nightly sports highlights program
 - * Assisted producer in segmenting planned footage for each night
 - * On-site filming of sports footage
 - * 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 - Assistant Director of Sales
Augusta, GA
4/98 - 8/00

- * 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)

Education:

University of Pittsburgh, Pittsburgh, PA
College of Business Administration: Marketing
Graduated: 12/02 GPA: 3.0

University of Puerto Rico, Rio Piedras, PR
National Student Exchange Fall 1999

Programming Languages and Software:

HTML, CSS, PHP, Javascript, MySQL, PC, Mac, Microsoft Office, Paint.net, Filemaker, Skype, Skype, iTunes, GoToMeeting, OOTP, Firefox, Safari, IE, Pligg, OpenOffice, Firebug, Crimson Editor

Fluency:

English, Intermediate Spanish

Recommended Websites:

Digg, Del.icio.us, Google Suite, Drudge Report, MySpace, Facebook, Congdon, Pandora, onlybucs.com, Blogger, Feedburner, archive.org, Wired, TechCrunch, eschoolnews, Flickr, Wikipedia, WebAlert, NetFlix