

Benjamin Michael McFerren


166 North Dithridge Street, #3B Pittsburgh, PA 15213
415-238-8167 * mcferren@seasidesyndication.com

2014	DePaul University	BS: Computer Science	Summa Cum Laude	3.876 gpa
2002	University of Pittsburgh	BA: Marketing	www.github.com/mcferren	
1999	University of Puerto Rico	National Student Exchange	www.facebook.com/benjaminmcferren	

SOFTWARE ENGINEER

PlayStation Network
www.playstation.com
San Francisco, CA 1/16 – 5/16

- Web prototype development for PlayStation Network including
 - PlayStation Store
 - PlayStation Plus
 - PlayStation Video
- Single Page Application written w/ raw Javascript, CSS3 and Gamepad API
- Learned that interacting with the user is more than point & click



OPEN SOURCE CONTRIBUTOR

DASH Industry Forum
www.github.com/Dash-Industry-Forum/dash.js
San Francisco, CA 7/15 – 3/16


- Javascript Application Development for On Demand and Live Video Reference Client Player
- User Friendly Documentation
- Video development with DASH.js including Dash.js HTML5 Video broadcasting tags <video> <track> <audio> <source> .mpd & .vtt
- Learned online video streaming from members of DASHIF



EDUCATIONAL CAST MEMBER

Walt Disney Family Museum Volunteer
www.waltdisney.org
San Francisco, CA 12/14 – 2/16


- Guide museum guests through hands-on learning animation techniques and processes in the Open Studio classroom
- Disney U customer service magic among guests, students & cast members
- Video actor in recorded segments aimed to recruit and increase the amount of volunteer participation
- Learned story-telling, management and morals from Walter Elias Disney



SOFTWARE ENGINEER

ON24 Live Video Training
San Francisco, CA 7/15 – 1/16


- Javascript Application Development for Live Video Training & Webinars
- Front-end development w/ Underscore, HTML5, CSS3, Dash.js, & Backbone
- Learned to how feature requests drive profitability from the sales dept.



SOFTWARE ENGINEER

CrunchBase, America Online
San Francisco, CA 11/14 – 2/15


- Web Application Development for the 2015 Crunchie Awards and a Financial Dashboard for VC's
- HTML5, CSS3, AngularJS 1, Neo4J Javascript, Grunt, Bower, and Git
- Learned legitimacy from SF start-ups



SOFTWARE ENGINEER

Apple Computer, MW2
Cupertino, CA 12/13 – 9/14


- Javascript Web Application Development for a Retail Training Simulation re: Handheld Checkout
- HTML5, CSS3, Underscore.js, Git, Bower, Grunt, and Backbone
- Learned locomotion from Steve Jobs



EXECUTIVE OF BRAND DEVELOPMENT

Environmental Coalition of Miami Beach
Miami Beach, FL 3/07 – 5/11


- Eco Art Gallery by the Sea Beach Trash Can Fundraiser: \$82,000
- Negotiated with local government for permission to maintain beach adverts
- Learned community coordination from Luiz Rodriques



VIDEO / WEB DEVELOPER & ANALYST

Savannah River Nuclear Solutions, D.O.E.
Aiken, SC 3/11 – 4/13


- Java Web Application Dev. for Read/Sign & Temp. Gauges
- MVC, Servlet Controller, JQuery, CSS & DAO's w/ JDBC to Oracle
- Produced animated commercials
- Learned to code from Shane Boone



WEB DESIGNER & PRODUCT MANAGER

Latin American Media Properties, DIRECTV
Miami, FL – Mexico City, MX 11/08 – 1/11


- Jquery, CSS, HTML + Mgr of 6 devs
- LAMP/Drupal Video CMS on AWS
- Negotiated w/ Universal Music and STATS Soccer for data & content
- Learned tonality in hispanic media from Guillermo Cañedo White



PRODUCT MANAGER

AP Ed Ventures, www.teachade.com
Miami, FL - Cambridge, MA 7/04 – 7/07


- Gathered requirements, user research, school purchasing & trade shows
- Managed devs with work flow docs, site maps & statements of work
- Learned K-12 curriculum taxonomy & education market from Wade Dyke



PROJECT COORDINATOR

Clinton Foundation, Convex Group
Atlanta, GA 1/04 – 7/04


- Presidential website in assoc. with the William J. Clinton library in AR
- Indexed 25,000 presidential docs, articles, pictures & flash multimedia
- Learned to separate work and emotion from Jeff Arnold



MEDIA PLANNING & NEW BUS. DEV.

Fitzgerald & Co. / McCann Erickson
Atlanta, GA 5/03 - 12/03


- RFP data: market analysis Rubbermaid, GMAC & Carrols
- Supported print, outdoor, and media planing & buying: Aflac & Durex
- Learned to sell razor blades from Dave Fitzgerald



ACCOUNT COORDINATOR

Krome Communications
Pittsburgh, PA 8/02 – 12/02


- Coordinated RFP production: public relations, creative, media relations, campaign development
- Allied Security, Bayer & Atlantic
- Learned the client relationship from Bob Neville



PRODUCTION INTERN

Fox Sports Net Pittsburgh
Pittsburgh, PA 8/02 – 12/02


- Video production & coordination:
 - Camera Set-up / Control
 - Cutting & Editing
 - Directing & Producing
- Learned real-time coordination & production from Craig McConnell



ASSISTANT DIRECTOR OF SALES

Augusta GreenJackets Baseball Club
Augusta, GA 4/98 - 8/00

- Sold Outdoor/Print Advertising and Group/Season Tickets
- Event promotions/customer relations MLB Winter Meetings '98, '99
- Learned salesmanship and endurance from Chris Shuerer



Spanish Javascript HTML5 React AngularJS 1 & 2 Clojure CSS3 Java C++ MongoDB Ring Sublime Eclipse Heroku iOS Flux Compojure Android Underscore.js Objective-C Bower Grunt Git Fireworks Audacity ChromeDevTools Ning