

Jeremy Pharo

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PORTFOLIO:
JEREMYPHARO.COM

EXPERIENCE

Digital Club Coordinator, MAJOR LEAGUE SOCCER, NYC — *March 2010 – Present*

- Migrated subpages from old platform to the new site, MLSsoccer.com
- Assist clubs with building pages, teaching HTML skills and advising on best-practices
- Coordinate and book ads for club sites
- Currently advancing my experience with Drupal
- Web support point-of-contact for Chicago Fire, Colorado Rapids, Columbus Crew, New England Revolution, Philadelphia Union and Real Salt Lake

Marketing Producer, MLB ADVANCED MEDIA, NYC — *Feb. 2009 – March 2010*

- Built and managed web content for client Major League Soccer's LA Galaxy, New York Red Bulls and San Jose Earthquakes
- Primary tasks included daily maintenance of pages, building front-end of forms, working on e-newsletters and creating/booking ads
- Prototyped new ideas to improve team sites / collaborated with team personnel
- Mentored editorial team on advanced Photoshop techniques
- Led best-practice coding efforts focused on minimizing HTML tables for layout, upgrading/executing new code rollouts and converting pre-existing pages to XHTML

Engineering Intern (User Experience), DOUBLECLICK, NYC — *May 2007 – Dec. 2007*

- Developed a web-based application to allow clients (agencies and publishers) to keep track of their involvement in usability studies, as well as allowing User Experience group members to keep track of study and user information
- Created several prototype mock-ups for the front-end design of the application using Photoshop, XHTML, and CSS
- Used ASP.net technology to design/build back-end of the application
- Learned some database logic and design in order to launch and help debug the application

SKILLS

Applications: Photoshop, Final Cut Pro, DoubleClick DART DFP, 24/7 Open AdStream, Microsoft Visual Web Developer (ASP.net/C#), Logic, Auto-CAD, MS Office (Word, Excel, PowerPoint, Visio, & Outlook), CMS, versioning (CVS) & FTP applications.

Web Development: Expert in XHTML & CSS. Working knowledge of Drupal, Search Engine Optimization (SEO), Google Analytics, Omniture SiteCatalyst, JavaScript, jQuery, XML, MySQL, UNIX shell scripting & Object-Oriented Programming.

Usability: Paper prototyping, wireframes, hi-fi prototyping & heuristic walkthroughs.

Multimedia: Experienced photographer and videographer with television and music studio experience.

EDUCATION

Rutgers University, New Brunswick, NJ
BA in Information Technology & Informatics (Minor in History). May 2008.
Cumulative GPA: 3.561
Major GPA: 3.769