

# CARLY A. ROSENBERG

PHP/Drupal Developer

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*Former Emmy-award winning television producer and journalist with a passion for technology. Currently working in the space where the two converge.*

## PROGRAMMING LANGUAGES/SKILLS:

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|---------------------|-----------------|-------------------------|
| • PHP               | • C             | • API                   |
| • Drupal 7          | • Python        | • Version Control (Git) |
| • Javascript/JQuery | • Ruby on Rails | • Agile Methodology     |

## EXPERIENCE:

**PATCH.COM**, New York, NY

2015 – present

### DEVELOPER

One of six developers for this highly trafficked hyper-local news platform. Over 50 million page views monthly. Program in PHP/Drupal 7 as well as Javascript/JQuery:

- Currently working on entire overhaul of Patch's front facing stack to improve architecture and page load time. Writing custom modules that utilizing Drupal preprocessors and bootstrap.
- Refactored subscribe module using AJAX/JS.
- Developed, implemented and maintain all code for Patch's newly launched video hub, including design and external content integrations.
- Building image and video uploaded for the CMS that delivers assets directly to AWS S3 from browser.
- Update and improve UX/UI experience on Mypatch, Patch's CMS user interface.
- Wrote and maintain program that integrates Patch news articles with Apple News Platform using Apple's API. Over 1000 Patch channels have been created to date.
- Created Patch's search navigation bar module and static search results page.
- Managing code for all social platform RSS feeds, including AMP and Facebook Instant Article.
- Participate in weekly Road Mapping meetings

### VIDEO INTEGRATION SUPERVISOR

Responsible for Patch's newly launched video division and showcase hub.

- Develop partnerships with external UGC content aggregators and oversee technical aspects of integration with Patch's platform— primarily through MRSS feeds.
- Work with Head of Programmatic on best practices to optimize pre-roll fill – currently through DFP.
- Monitor and track user engagement with videos using Google Analytics to create conversion strategies based on metrics and data.
- Used A/B testing to identify and select video player most compatible with Patch's technical requirements including integration with CMS, page-render time, and ad integrations.

**COUNTIT.COM**, New York, NY

2015

### INTERN/DEVELOPER

Worked with Angular, Ruby on Rails, Mongo DB and Redis. Addressed both front end and back end tasks, including, creating additional pages, updates to the database and formatting texts. [www.countit.com](http://www.countit.com)

**NEW YORK CODE + DESIGN ACADEMY**, New York, NY

2014

### FELLOW

Fully-Immersive Full Stack Web Development Intensive.

- Learned HTML, CSS, Javascript, JQuery, and Ruby, Rails, Sinatra.
- Designed and implemented numerous web applications utilizing various development tools such as API's, mobile responsiveness, and SEO optimization.

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**KONTENTREAL FILMS, New York, NY**

2015

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**PROJECT MANAGER**

Responsible for all aspects of post-production for **United Nations Sustainable Development Network** MOOCs covering Global Public Health and the Extractives Industry (<http://unsdsn.org>).

- Managed team; including editors, researchers, graphic designers and interns.
- Supervised online streaming of content.
- Created and maintained production schedule.

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**MULTIMEDIA PRODUCER: New York, NY**

2012 – 2015

Clients including **Namaste Bitches, GE Capital, Slate, Healthline.com, Direct Image and Design, EJ Chase Consulting, Inc, Bacon Press Books.**

- Created and implemented web identity; including the design and maintenance of websites.
- Recruited, hired and managed all team members, for entire product lifecycle from strategic planning to tactical activities.
- Budgeted to achieve cost efficient programming.

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**TELEVISION WRITER/PRODUCER/DIRECTOR**

1998 – 2014

Over the span of a sixteen-years career, worked in all aspects of production in Washington, New York, Philadelphia and Los Angeles.

- Researched, wrote and produced video segments on relevant and noteworthy current events.
- Turned complex subjects into short, easy to comprehend video segment for a broader audience.
- Interviewed a wide-range of experts including doctors, scientists, celebrities and politicians.
- Directed on-air talent; including Anderson Cooper, Dr. Oz, Dr. Phil, and Mark Wahlberg.
- Supervised all stages of post-production for various non-scripted series simultaneously.
- Acted as liaison between production company and network executives.

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**EDUCATION**

**Columbia University, New York, NY**, M.S. in Journalism. Emphasis in documentary production.

**Occidental College, Los Angeles, CA**, B.A. in Philosophy.

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**ADDITIONAL SKILLS**

Productive software: **Jira, Pivotal Tracker, Microsoft Excel, Microsoft Project,**  
Experienced in video production: **Avid, Final Cut, Adobe Premiere,**  
Working knowledge: **Photoshop, Protools, Adobe After Effects**

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**AWARDS**

**Daytime Emmy**

2010 & 2011

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**ORGANIZATIONAL MEMBERSHIPS**

Girl Develop It  
Women Who Code