

CARLY A. ROSENBERG

Developer/Product Manager

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

PROGRAMMING LANGUAGES/SKILLS:

- PHP
- Drupal 7
- Javascript/JQuery
- C
- Python
- Ruby on Rails
- RESTful APIs
- Version Control (Git)
- 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:

- Writing customized APIs across Patch's entire constellation.
- Contributed to entire overhaul of Patch's front facing stack to improve architecture and page load time. Created 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.

PRODUCT MANAGER

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

- Develop partnerships with external content providers as well as UGC content aggregators.
- Oversee all technical aspects of Patch's platform including design and feature expansions.
- Work with Head of Programmatic on best practices to optimize pre-roll and mid-roll fill.
- 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

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.

KONTENTREAL FILMS, New York, NY

2015

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.

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.

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.

EDUCATION

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

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

ADDITIONAL SKILLS

Productive software: **Jira, Pivotal Tracker, Microsoft Excel, Microsoft Project,**

Experienced in video production: **Adobe Premiere, Avid, Final Cut**

Working knowledge: **Adobe After Effects, Photoshop, Protools**

AWARDS

Daytime Emmy

2010 & 2011

ORGANIZATIONAL MEMBERSHIPS

Girl Develop It

Women Who Code