

Ashley Blewer

<http://www.ashleyblewer.com>

New York Public Library

New York, NY

Applications Developer

August 2015 – Present

Design and implement scalable, optimized, and maintainable database-driven web applications.

- Improve existing web applications and develop new features to optimize data pipeline from catalog content and newly digitized assets to public-facing interfaces.
- Collaborate with a larger team and stakeholders across the library to create new and innovative online experiences for the public.
- Facilitate library-wide workflows for petabyte-scale media ingest for instant web-based patron access points and long-term preservation of assets.

Independent Clients

New York, NY

Independent Consultant

January 2014 – Present

Provide advice, plans of action, and technical expertise to institutions and archives on web access to video and information management.

- Working on a team to develop robust documentation, elaborate architecture and design, API, and project management goals for open source audiovisual file conformance checker software project (MediaConch, PreForma Project, European Union's Seventh Framework Programme).
- Created user experience designs, graphics, and documentation for open source video quality control software (QC Tools, Bay Area Video Coalition).
- Developed database and web access portal for archival finding aids for non-profit arts organization (Digital Archives, La MaMa ETC).

Forward Deployed Engineer

New York, NY

Bluecore

December 2014 – May 2015

Ensure client success by writing custom scripts that allows personalized targeted marketing at scale, act as technical voice in client conversations, provide quick response and correction of system bugs.

- Created JavaScript-based integrations, and configure the prioritization and recommendation logic behind our personalization engine.
- Configured and integrated Bluecore's algorithm engine for a large range of catalog-based eCommerce platforms.
- Worked closely with Client Success team and directly with clients to think creatively about customizations and different ways to leverage the Bluecore platform.

University of South Carolina Libraries Moving Image Research Collections

Columbia, SC

Fox Movietone Digitization Project Cataloging Manager

August 2013 – May 2014

Promoted to the position of Cataloging Manager, responsible for training and assisting multiple student workers and volunteers, providing assistance to curators in current internal and external cataloging practices, and ensuring project progress.

- Trained, organized, and supervised the work of up to nine active student workers and volunteers per semester.
- Maintained performance on schedule with aggressive deadlines.
- Developed and modify scripts to accelerate and streamline the cataloging process.

Metadata Cataloger

January 2012 – August 2013

Promoted to the position of Cataloger, responsible for creating and updating catalog metadata for unique moving image elements.

- Established a cohesive workflow for the most efficient processing and updating of unique and/or outdated catalog records.
- Twice led the coordination of an annual two-day nitrate film inspection event, including the recruitment of 25+ volunteers and production of an archival film handling training video.
- Actively participate in Drupal, Metadata, Workflow, and User Study working groups, offering solutions and troubleshooting issues related to the creation of a digital repository.
- Won two National Film Preservation Foundation funding awards for a small home movie collections.

Volunteer

September 2011 – December 2011

Initially responsible for processing donated collections through film identification and handling, physical organization, and database entry.

- Joined and verified paper production workflow records with FileMaker database.
- Transcribed video timecodes.

Education

Fellow, Fog Creek Fellowship
Trello, *October 2014*

Graduate, Immersive Web Development Program
Flatiron School, *August 2014*

Master of Library and Information Science (MLIS), Archival Studies
University of South Carolina, *May 2013*

Bachelor of Art in Studio Art: Graphic Design, Minor in Japanese
University of South Carolina, *December 2008*

Application/Software Proficiency

Adobe Creative Suite, Archivist's Toolkit, Basecamp, FileMaker Pro, Final Cut Pro, Final Cut Server, GiftMaker Pro, Giftworks, Google Analytics, Linux (basic use), Mac OSX, Microsoft Office Suite, Microsoft Access, OCLC Connexion, QuickBooks, Windows OS, Wordpress

Technical Languages

CSS, HTML, Javascript, Python, Ruby, Rails, XML, XSLT

Standards and Schema Knowledge

AACR2, CSS, DA:CS, Dublin Core, EAD, EBU Core, LC Authorities, MARC, METS, MODS, PBCore, RDA

Notable Association & Volunteer Experience

XFR Collective, Member. April 2015 - April 2016.

Code4lib 2016 Video Stream Committee. Organizer.

Code4lib 2015 Video Stream Committee. Volunteer.

National Archives and Records Administration National Historical Publications and Records Commission, Reviewer, Fall 2014

Flatiron School, Tutor, Fall 2014-Summer 2015

Flatiron School Mentor Match, Mentor, Ruby006 (Fall 2014), Ruby007 (Spring 2015), Fellows003 (Spring 2015)
PBCore Advisory Committee, Team member, 2013-
AMIA Sub-Committee for the Compendium of Cataloging Practice Update, Team member, 2013-2015
USC School of Journalism and Mass Communication Mentor Match program, Mentor, Fall 2013
Home Movie Day Columbia, Organizer, October 2012, 2013
ARTH590: Films of Andy Warhol, Film projectionist, Fall 2012
Archival Students Guild, Treasurer, May 2012 – May 2013
Film Library Inspection Party, Organizer, 2012 – 2014
Indie Grits Film Festival, Volunteer, 2011 – 2013

Grants

National Film Preservation Foundation Basic Preservation Grant for Kate Gleason home movies collection on behalf of USC Moving Image Research Collections. Spring 2014. Successfully funded.
National Film Preservation Foundation Basic Preservation Grant for Willie Lee Buffington/Faith Cabin Libraries home movies collection on behalf of USC Moving Image Research Collections. Fall 2013. Successfully funded.

Awards and Scholarships

Association of Moving Image Archivists AV Hack Day hackathon winner, crowd favorite, ffmprovisr, 2015
Association of Moving Image Archivists AV Hack Day hackathon winner, Team Video Sprites!, 2014
Flatiron School Scholarship, recipient. Flatiron School. 2014.
Association of Moving Image Archivists AV Hack Day hackathon winner, Team Fast Forward, 2013
Orphans Midwest Film Symposium poster design contest winner. 26-28 September 2013
Margaret Jackson Bundy Bicentennial Fellowship recipient. University of South Carolina. 2012 – 2013
World Night poster design contest winner. University of South Carolina. 25 February 2007
LIFE Scholarship recipient. University of South Carolina. 2004 – 2008
Dean's List Scholarship recipient. University of South Carolina. 2004 – 2008

Presentations and Publications

Buying Lobster Rolls with Linden Dollars: Virtual Tourism and Digital Visions of New England in Second Life and Beyond. Northeast Historic Film Summer Symposium, 23 July 2016.
Mediainfo Workshop, PERICLES project, Tate Britain, 22-23 July 2016.
No Time to Wait: Standardizing FFV1 and Matroska for Preservation, Deutsche Kinemathek and Zuse Institute Berlin, 18-20 July 2016. [Co-organizer]
Together We Listen / Open Audio Weekend, New York Public Library, 25-26 June 2016.
XSLT Workshop. Moving Image Archiving Preservation program, New York University. 4 April 2016.
Free your workflows (and the rest will follow): community-driven AV solutions through open source workflow development. Code4lib2016. 10 March 2016.
Entering the A/V Archiving Profession – Tips, Tricks and Advice. Association of Moving Image Archivists. 20 November 2015.
Seeding and Leeching: Collaborative Preservation using BitTorrent. Association of Moving Image Archivists. 20 November 2015.
Validate Your Digital Assets: PREFORMA, MediaConch and File Compliance. Association of Moving Image Archivists. 20 November 2015.
Don't know about you, but I'm feeling like SHA-2!: Checksumming with Taylor Swift. !!Con. 17 May 2015.
Does BitTorrent + Private Trackers = The New Film Archive?. Personal Digital Archiving, New York University. 25 April 2015.
Don't know about you, but I'm feeling like SHA-2!. Personal Digital Archiving, New York University. 25 April 2015.
PreForma Project. Lightning Talk. Code4lib2015. 11 February 2015.
Form Helpers. Ashley Blewer and Rebecca Greenblatt. Flatiron Presents. 15 July 2014.
The Palace – Gender Fluidity in the Flatland. Gender, Bodies & Technology: Performing the Human. 2 May 2014.
Wordpress Website Workshop. University of South Carolina, Davis College (College of Library and Information Science). 1 May 2014.

Questions of Opulence: Perception of Women's Bodies Within Roaring Twenties Newsreels. University of South Carolina Women's & Gender Studies Conference: Food and Foodways. 21 February 2014.

Un-Caging the Orphan: What Intersectionality Can Teach Us About the Educational Role of Orphan Works. Ashley Blewer & Travis Wagner. Placing Orphan Films. Orphans Midwest: Materiality and the Moving Image. 26 September 2013.

Moving Image Research Collections Digital Video Repository. Poster. Association of Moving Image Archivists Conference 2013. 7 November 2013.

MIRC Digital Video Repository. University of South Carolina Center for Digital Humanities Open House. 18 September 2013.