JOSH FERRARA

18114 Pinehurst Drive | Prairieville, LA 70769 | 225-776-3757 | Josh@FerraraCreative.com | joshferrara.com (portfolio)

EDUCATION

Bachelor of Arts in Mass Communication, Advertising   May 2010
Louisiana State University, Baton Rouge, LA

- Major: Mass Communication, Advertising | Minor: Business, Administration
- Related Study: An emphasis on communication studies and the psychology of communication and marketing.

SKILLS & ABILITIES

Creative

- 6 years of extensive experience in web design and development using standards adherent HTML, CSS, PHP, and JavaScript.
- Vast experience in graphic design for clients of many styles, and a detailed sense of design to achieve these results.
- Real world experience with the entire Adobe Creative Suite, as well as Final Cut Pro for video production, and extensive practice with media formats & standards from web & UI design, to print & publication layout.
- Strong love and aptitude for learning new skills for challenges encountered.

Leadership

- Practical experience in assimilating & guiding the team that collaborates with my current business endeavors.
- Extensive experience making decisions under pressure & time constraints while remaining focused on objectives.
- Always able to connect well with co-workers and lead by example, through encouragement and vision-casting rather than simple incentives or negative motivation.

Communication

- Comprehensive experience organizing plans & goals, and communicating them effectively to my team.
- Diverse experience developing and crafting multiple brands' messages and methods to clearly communicate them through a variety of media.

EXPERIENCE

Intern   2007 to 2009
Healing Place Church - Communications Team (healingplacechurch.org)

- Actively worked with the team of staff designers to develop content and brand for the church, leading to international reach and influence.
- Partnered with staff web designer to develop websites for the new family of sites for the church, including sites for multiple campuses, ethnicities, regions, and age groups.
- Traveled to HPC campuses in Africa to develop a local web and print presence, as well as church branding in their communities.

Owner/Creative/Developer   2007 to Present
Ferrara Creative LLC. (ferraracreative.com)

- Development of multiple company brands, styles and policies from the ground up.
- Active recruitment and hiring of creatives & developers to collaborate on larger projects.
- Oversight of projects and actively working with clients to develop effective communication materials that have successfully expressed clients' messages in clear and relevant ways.
- Currently working with an investment banking group to upgrade virtual presentation methods, enhancing capital accumulation.

Interactive Web Developer / WordPress Scientist   2010 to Present
Gatorworks Web Design & Development (gatorworks.net)

- Utilized WordPress to develop interactive web sites, plug-ins & web applications for a vast range of clientele.
- Integrated WordPress & other open source products into new & existing projects.
- Extensive experience communicating directly with clients to design, adjust, and implement a final product that matches their vision & need.