

# Ty Gerhard

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## Summary

Junior Front-End Developer, Digital Producer, Project Management Professional and Certified Scrum Master with 20+ years of cumulative working experience, maintains proven expertise in planning and executing large, complex digital projects. A strategic and a forward planner who possess a fundamental grasp of contemporary project management methodologies and frameworks utilized in the digital space. Adept in Organization & Planning Digital Production. Collaborative team player & creative thinker. Strong written & verbal communication skills.

## Skills

- Web Development
- BASIC, HTML5, CSS JavaScript, API's, jQuery, JSON, Ajax, Node.js GitHub
- Certified Scrum Master
- Experience with Scrum, Kanban, Scrumban, Waterfall frameworks
- Experience in project management software including Jira, Confluence, Aha!, Trello, Microsoft Project
- Experience with communication software including, Zoom, Teams, Slack, Outlook
- Experience with office productivity software including Word, Excel, PowerPoint, Google Apps
- Experience with digital production software including Adobe Creative Cloud, Premiere Pro, Photoshop, After Effects, Adobe Media Encoder, Audition, Telestream Episode, Final Cut Pro, Wipster, Pro Tools, Garage Band
- Experience with video content delivery platforms such as Brightcove, Ooyala, YouTube, The Platform
- Audio/Video capture, editing, color correction, lighting, field recording, music creation
- Digital asset management
- Electronic repair, computer builds and hardware setup
- Copy writing, script writing, blogging, creative writing
- Social Media Marketing
- 10-Key by Touch
- Typing 60-65 wpm

## Experience

**SENIOR PRODUCT MANAGEMENT ANALYST** | 08/2018 to Current

### **Comscore - Portland, OR**

- Contributed to the creation and maintenance of a comprehensive product roadmap to advance the growth and positioning of Comscore cross-platform measurement offerings.
- Tracked progress of strategic imperatives and tactical milestones throughout the product development, integration, and support phases.
- Gathered and communicated competitive intelligence as well as maintenance of internal and external product documentation.
- Helped train client-facing teams on new product offerings; work closely with commercial teams to develop deep understanding of customers across a variety of industries.
- Worked with clients and sales to assess needs, elicit requirements, and provide analytical support throughout all phases of the development and maintenance process to ensure product delivery met client requirements.
- Collaborated with other product team members, Foundation, API and Front End development teams on how to best

implement new product features from the user perspective using existing system architecture.

- Followed change control processes and communicated changes to the sales, delivery, operations, and engineering teams as needed.
- Kept current on industry trends and challenges, be recognized as a subject matter expert, and leverage knowledge to design industry-leading products and services.
- Collaborated with data engineers on data warehousing, data conversion business rules, and business intelligence tool configuration.
- Facilitated team meetings and deliver informative, well-organized presentations and product demonstrations.

## **PM, MARKETING & DIGITAL CREATIVE SERVICES | 05/2018 to 08/2018**

### **Oregon Catholic Press via Creative Circle - Portland, OR**

- Led the Marketing and Creative Services teams in weekly planning and handoffs of multi-faceted campaigns that included event scheduling, copy writing, social media, e-mail marketing, video, and print utilizing Scrumban frameworks with work tracked in Trello.
- Worked with product owner and director of project management to refine existing work order request pipeline to keep team focused on sprint work without being interrupted.
- Ensured the team's process evolved within organizational guidelines and standards of practice.
- Guided the team in best practices in transition from print media to digital.
- Excellent communicator, able to gain the respect of the team, external stakeholders, and management.
- Worked with director of project management to implement and guide team on Agile practices and ceremonies.
- Identified and resolved/removed problems, impediments, dependencies, and other obstacles to help the team meet their weekly sprint commitments.
- Facilitated scrum ceremonies as needed in Scrumban framework and including planning, daily standups, one-on-one meetings, reviews and retrospectives.
- Assisted the product owner with backlog grooming and refinement.

## **DIGITAL PRODUCER / PROJECT MANAGER | 03/2004 to 02/2017**

### **BabyCenter, LLC (a J&J Global Digital Media Co.) - San Francisco, CA**

#### **As Project Manager**

- Planned, and led the execution of large creative digital brand focused projects and global initiatives of significant complexity, risk and breadth; led the in-house digital production team in the planning, scheduling, coordination, design, filming (as needed), editing, authoring and distribution of content for BabyCenter utilizing an integration of Jira and Confluence in an Agile environment using Scrum and Kanban frameworks; challenged the team to deliver to their highest potential making certain maximum efforts are applied towards producing premium quality content and experiences.
- Maximized the value delivered by project plans by adding structure and project management discipline to ongoing efforts; exhibited excellence in meeting all project key objectives in a timely manner, within the limits of defined budget and quality levels.
- Successfully orchestrated all aspects of the product lifecycle; brought to market innovative and customer focused products and services; formulated the strategic roadmap and maximized the revenue streams based on aligned product and segment strategies.
- Ensured all produced work thoroughly meets company's target audience needs and overall business objectives; increased the value delivered by product strategies ensuring that they are proportionate to the business opportunities they are designed to harness.
- Undertook various initiatives to ensure that products evolve into compelling customer propositions that match market dynamics, resulting in business growth, enhanced engagement, and improved ROI.
- Handled variety of project related responsibilities of extreme importance; oversaw all project phases; continuously strived to achieve excellence in the provision of services.
- Worked congenially and collaboratively with engineering during the development of new mobile iOS and Android applications utilizing an integration of Jira and Confluence in an Agile environment using Scrum and Kanban frameworks; in a mutual collaborative effort with the engineering team built authoring tools and templates in the content management system that facilitated content changes.
- Provided leadership to the content development and project management initiatives; updated and maintained site

content to ensure quality, consistency and regulatory compliance; developed and delivered interesting, informative, and engaging content that catered to audience needs globally.

- Orchestrated project and sprint planning meetings; served as a Scrum master for daily Editorial team scrum meetings and dev teams for video related web and app projects; drove all efforts to ensure projects are executed to the agreed scope, objectives, timelines and budget; headed sprint review and sprint retrospective meetings.

#### **As Digital Producer**

- Spearheaded the creation of the in-house audio/video production team.
- Supplied comprehensive digital media campaign planning and support for the Editorial, Marketing, Social Media, Client Services, Ad Operations, and International teams in the UK, France, Canada, Russia, Germany, India, UAE, South Korea, Malaysia, Australia, Brazil, China, and US Hispanic markets.
- Worked in conjunction with the marketing, client services, editorial and design teams to grow BabyCenter brand in the digital space which included apps, web experiences, social media marketing, video, audio, custom content packages, etc.
- Served as the expert in the specialty field and the primary person to contact regarding all digital production matters; created, distributed, and updated BabyCenter deliverable specifications that maintained broadcast industry standards for outside production companies; liaised with clients, outside vendors and production companies both in the US and abroad.
- Ensured all internally and externally produced work thoroughly meets company's target audience and overall business objectives; created, edited, and compressed digital assets for online distribution; ensured all digital and video media is properly encoded for specific distribution channels; charged with managing and archiving video inventory for distribution on US and International Team sites.
- Proactively worked to identify and implement best practices within the field of work; kept the company at the forefront of developments in video technology and the social media marketing space; conducted annual cross-departmental review of hosting platforms with the aim of assessing company's existing platform (Brightcove) and alternative platform options to ensure that BabyCenter provides reliable, robust, industry standard experience for both the company's video stakeholders and end users.
- Gave executive team presentation outlining my recommendations based on the findings of said review and upon receipt of authorization to proceed, worked with the Johnson & Johnson legal team to finalize contract negotiations with our chosen vendor.
- Created, edited, and optimized video and audio for various channels, maintaining strict adherence with newest industry standards; developed promotional pages, assets for sponsored packages and social media campaigns.
- Localized existing assets for international markets with regionally appropriate music, voiceover, text, and graphics; made necessary edits to comply with regional cultural standards and practices.
- Updated and maintained site content to ensure quality, consistency and regulatory compliance; developed and delivered interesting, informative, and engaging content that catered to audience needs; created and deliberately maintained filing and naming conventions for all audio and video content files as well as scripts, project files and other digital assets.
- Demonstrated an outstanding ability to train and professionally develop new contractors and employees on digital media system, production and coding protocols, and content management.
- Authored, developed, and updated web content for Dr. Nancy Snyderman's Understanding Health project, in a well-organized and timely manner; maintained a consistent look and feel of the digital content in accordance with branding and visual identity guidelines.
- Built a media driven website, enhancing the quality of company's digital presence; supplied comprehensive support in the authoring of a content management system and site layout.
- Authored and updated web content for the BabyCenter Editorial Production team, ensuring the content maintains the appropriate editorial voice, talks to target segments and boosts business' brand recognition and presence; exhibited expert knowledge in the use of HTML, CSS and custom in-house CMSs, WordPress and Rhythmyx by Percussion; assumed full responsibility for the management and maintenance all digital media assets.

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## **Education and Training**

**University of Oregon Full-Stack Dev Bootcamp - Portland, OR**

Web Development, Expected in 10/2020

### **Agile Strategic Solutions - - Los Angeles, CA**

Scrum Master Certification #68542, 08/2017

### **American River College - Sacramento, CA | Some College (No Degree)**

Music, Audio Engineering, General Education

Enrolled from 8/87 - 6/90

### **Foothill High School - Sacramento, CA | Diploma**

1986

Areas of Study: General Education, Music, Electronics, Programming in BASIC

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## **Activities and Honors**

- Miller/Freeman Publications: Freelance Writer for Guitar Player and Bass Player Magazines
- Speaker Creatures: Music Blog Writer
- Active Performing/Touring Musician

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## **Accomplishments**

- Scrum Alliance CSM Certification #685427
- Attendee, National Association of Broadcaster's Post Production World Classes, 2012 - 2017: Final Cut Pro, Adobe Premiere Pro, Adobe After Effects, Adobe Audition, Video File Compression, Field Recording, Mixing Sound for Video, Lighting, Green Screen Filming and Editing, Color Correction, Video Production Workflows
- Attendee, Alex Buono's full-day Visual Storytelling Seminar.