

# FARAH JOAN FARD

*Dedicated to using digital media as a platform to enhance learning, healthcare, and the arts*

<http://www.FarahJoan.com>

[FarahJoan@gmail.com](mailto:FarahJoan@gmail.com)

- Eight years experience managing digital projects for interactive learning; multimedia content management.
- Ten years experience writing for websites and magazines.

## PROFESSIONAL EXPERIENCE

### PEGASYSTEMS

Web Content Specialist, e-Learning, 2015-present

- Responsible for content, strategy, and updates for Pega's internal community, the PDN.
- Ran digital team's backlog meetings, monitor sprint in Jira, input tickets as needed based on incoming site requests.
- Collaborate with creative team to host videos and write scripts, shape page design and user experience.
- Manage product release process for the technical enablement team's digital presence.
- Create content authoring best practices for website, implement video and taxonomy improvements.
- Launched new community blog. Responsibilities include managing editors, editorial calendar, pitches, and outreach.

### VARIOUS

Writer and Content Creator, 2007-present

- Publications include *Marie Claire*, *Women's Health*, *Sonicbids*, *CollegeXpress*, *Village Voice*.
- Utilize social media to promote stories and engage audiences, pitch timely stories to managing editors and site directors.

### CENGAGE LEARNING

Intellectual Property Project Manager, 2013-2015

- Managed licensing and delivery of assets for up to 70 media projects per copyright year.
- Assisted in content development for products, collaborated with stakeholders, tracked budget and schedule, monitored acquisition process, facilitated with artist relations.
- Lead management meetings, updated departmental processes for streamlined production, monitored media quality.

### VITALSOURCE

Freelance Producer, 2012 to 2013

- Directed recording sessions, engineered and edited audio, edited and created XML and CSS files for content.
- Produced Flash and HTML5 products for English, French, German, and Spanish titles. Delivered via CMS/LMS.
- Clients included *McGraw-Hill*, *National Geographic*, and *Highlights Magazine*.

PA/Associate Producer, November 2009 to 2011

- Promoted to Associate Producer from Production Assistant after 11 months, produced MITX Award winning interactive media project, *Weekly Reader*.
- Worked with developers and designers to create 2.0 version of *Weekly Reader Digital*.
- Engineered and directed recording sessions, tested audio functionality in eBooks, edited video, html, XML, and more.
- Managed assistants, directed and scheduled talent, negotiated contracts and casting.

## EDUCATION

### **Emerson College, Boston, MA (BA 2009; 3.8 GPA)**

Media Production, Music

Additional courses through ProArts Consortium & Berklee College of Music.

Senior project: *Film Score Semiotics*

### **Berkman Center for Internet & Society at Harvard University**

Copyrightx, 2015

### **Scrum Master 101 Course**

2016

## VOLUNTEER EXPERIENCE

Friends of Watertown Music volunteer

Volunteer at Hollis Brookline High School

Emerson College Gold Council

BookPALS (SAG Foundation) at Massachusetts General Hospital Pediatrics, 2014-2016.

## AWARDS

MITX Awards 2010

Gold Key Honors Society

Three year recipient of Hal & Tillie Mady Scholarship at Emerson College

## PROFESSIONAL SKILLS

Mac OS X Operating Systems, Windows Operating Systems, Final Cut, Reaper, Adobe, Microsoft Office, Notepad++ (and most text editing apps), FTP, CMS, XML, HTML, CSS, Jira, Drupal.

Content Management, LMS, Drupal, Jira, Agile and Scrum, Content Strategy, Writing, Editing, Producing and Directing, Audio Editing, Website Administration, Community Outreach, Storytelling, Public Speaking, Instructional Design, e-Learning, Content Authoring, User Experience, Creative Storytelling.

## LANGUAGE SKILLS

Conversational French. Have worked on projects in English, German, Spanish, French, and Italian. Familiarity with Farsi.