

# 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 and strategy.
- Ten years experience writing for websites and magazines.

## PROFESSIONAL EXPERIENCE

### PEGASYSTEMS

Digital Content Strategist, Creative, 2015-present

- Support and help lead strategy, creation, and management of content for Pega's community site, the PDN.
- Manage digital development team's backlog, sprint and release planning (Agile), triage tickets as needed.
- Collaborate with video producers as web series host, assist with video scripts and video experience.
- Manage product release process for the technical documentation team's digital presence.
- Create content authoring best practices for Drupal website and workflow, launched new Pega blog and managed editorial.
- Primary role for shaping vision of the site, design and taxonomy updates and improving usability.

### VARIOUS

Writer and Content Creator, 2007-present

- Publications include *Marie Claire*, *Women's Health*, *Bustle*, *Paste*, *Art Business News*, *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 Creative Suite, 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, e-Learning, Content Authoring, User Experience, Creative Storytelling, Project Management.

## LANGUAGE SKILLS

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