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Jerry McFarland

Digital Media Specialist

Professional Skills

Website Design &
Development
Content Management
Systems
Front + Back-End
Development
Search Engine Optimization
Hosting + Database
Management
E-Commerce
Social Media Strategy
Video Production
Motion Graphics
Color Grading
Audio Production +
Engineering
Podcast Production

Technical Skills

Wordpress
Shopify
WooCommerce
Adobe Experience Manager
HTML5/CSS3/PHP
mySQL
Premiere Pro
After Effects
Photoshop
Illustrator
Logic Pro X
Pro Tools

Work Experience

YellowDog Productions Chesterfield, MO & remote 2010-present

Senior Web Developer, Wordpress Engineer

- Built, designed and developed 30+ sites using the Wordpress CMS
- Helped setup and install Wordpress core, mySQL databases and development environments
- Worked with wireframes and mockups to turn into fully functional websites and assets
- Created and updated document databases
- Helped perform daily website maintenance and server scans

Director of Multimedia, Senior Video Editor, Motion Designer

- Edited, stylized, and finalized 100+ video projects with budgets over \$200k
- Worked closely with directors, producers, videographers, and secondary editors to ensure brand and message consistency
- Created visual effects and motion graphics, mixed audio, and encoded video files to upload to digital media channels
- Archived footage
- Served as point of contact for clients and lead post-production activities for final approval

Accounts: B&G Foods / Champion Aerospace / Eaton Corporation / Famous Footwear / Jeld-Wen Windows and Doors / Modine Manufacturing / Sam's Club

Freelance / Contractor remote 2012-2020

Web Developer, Interactive Designer, Digital Strategist, Content Creator, Account Manager

- Designed & developed custom HTML and CMS websites
- Setup and installed Wordpress core, mySQL databases and development environments
- Built product database in ecommerce CMS including Shopify and Woocommerce
- Created & managed identity and brand development through graphic & interactive design
- Addressed any design or functionality issue that was reported internally or by client
- Handled accounts and billing

Accounts: Budweiser Brewery Experience / Budweiser Gift Shop / Charter Television / LP Creative Studio / Potomac Publishing / Rock N Roll Marathon

References

Daniel Hecke
Art Director, Potomac
Publishing
314-200-9955
dhecke@insightintodiversity.com
Contract employer

Chris Pugh
Creative Director, LP
Creative Studio
636-357-2762
chris@lpcreativestudio.tv
Contract employer

Jeremy Johnson
Project Manager, *ThinkIT*
STL
618-530-1563
jeremy@thinkitstl.com
Contract employer

Atomik Media St. Louis, MO 2015-2020

Owner, Creative Director, Digital Content Coordinator

- Created, produced and delivered digital content to websites and social media accounts.
 - Supplied all graphics and other digital assets to brand vehicles.
 - Podcast production, artwork design and distribution.
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Grand Slam Sports St. Louis, MO 2012-2013

Digital Content Coordinator

- Created, produced and delivered digital content supplied to stations' website and social media accounts.
- Supplied all graphics and other digital assets to stations' online brand.

Accounts: 590 The Fan / 1380 The X

Education

B.S. in Mass Communications

Southern Illinois University, Edwardsville 2005-2008

Majored in Mass Communications with emphasis in digital media. Minored in International Business Administration

Hogeschool Inholland (Abroad) 2006-2007

Amsterdam, Netherlands
Received minor in International Business

Associates in Science

Southwestern Illinois College 2003-2005

Attended on 2-yr sports scholarship