

FERGAL CARR

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PROFESSIONAL EXPERIENCE

The New York Times Digital, New York, NY **Manager Emerging Technologies**

01/07- Present

- Provide leadership and management direction to the Ad Operations group regarding the technical implementation of ads, testing new types of rich media ads, and troubleshooting those that present problems.
- Work with our counterparts in the Systems group to ensure that our ad management system and delivery engine are designed to optimally handle new ad formats.
- Leading efforts to integrate advertising into emerging platforms and applications such as podcasts, wireless applications and video ad units.
- Managing multimedia content on NYTimes. This includes creating strategy for video advertising with our sales development group and management of the inventory.
- Brainstorming and development of unique advertising opportunities for the sales team. This includes ad units that have a net of over two million in 2007.

Rich Media Specialist

10/05-12/06

- Coded, debugged and troubleshooted D/HTML, JavaScript, and Flash-based advertising units, researched new ad technologies in support of the sales team.
- Provided NYT clients with design and consultation and advice on future modifications, resulting in improvements in workflow for campaigns.
- Managed cross-functional relationships with third party vendors, sales team and advertising clients to ensure the campaign process ran in a smooth and effective manner.

Cyberworx. Inc New York, NY.

Graphic Designer

12/ 04 - 06/05

- Produced email advertisements, created postcards, bookmarks and invitations for campaign launches to attract vendors and customers to use Cyberworx products.
- Created multimedia presentations and online user guides that resulted in 30% increase in new users signing up to join the directory.
- Produced web banner campaigns to attract designers to join a free online community dedicated to helping people find focused professionals in the graphic arts/designer industry.

Freelance Graphic Designer

03 – Present

- **The Coliseum Pub. 2006**
Designed a website and take-out menus for a bar based in New York. <http://thecoliseumpub.com/>
- **Berit Karjus Interior Design. 2005**
Designed a website for an interior designer based in West Palm Beach, Florida. www.beritkarjusinteriors.com
- **The Mollywee Pub. 2004**
Re-designed a website for an Irish bar based in Midtown Manhattan, New York. www.themollywee.com

SUMMARY OF SKILLS (Mac and PC)

- Advanced knowledge of Photoshop, Flash, Dreamweaver, Illustrator, QuarkXpress 6.5, iLife 05.
- Proficient in Microsoft Office, D/HTML, JavaScript, 3D Studio Max, Premiere, Fireworks, Director
- Familiar with Visual Basic, Basic, XHTML, C++.

EDUCATION

Seton Hall University, South Orange, NJ -- Business Leadership Program (Fall 03 - May 04)

University of Ulster, Derry, Northern Ireland -- Bachelors of Science Honors Interactive Multimedia Design (May 05)

References Available upon request
Online Portfolio - www.fergalcarr.com