

# Carolyn Boschi

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## Summary

Hands-on Creative Production Director with strong people and team-building skills. Managed six-person front-end production department responsible for producing all HTML and Flash development for a variety of clients, including McDonald's, Kraft Foods, Hasbro and Quaker Oats. Supervised all HTML and Flash production for the world's two largest online promotions: McDonald's Monopoly [2004 - 2009] and Subway Scrabble [2009]. Authored and established the company's internal front-end development coding standards, increasing coding efficiency.

## Experience

### **Sudler & Hennessey, New York, New York (Freelance)**

#### **FRONT END DEVELOPER**

**November 2010 – Present**

- Hand code cross-browser compatible, standards-compliant HTML pages from Photoshop files using X/HTML, CSS and jQuery

### **dDruffCB Healthcare, New York, New York (Freelance)**

#### **ASSOCIATE DIRECTOR OF WEB TECHNOLOGY**

**April 2010 – August 2010**

- Supervised front-end developers for websites and HTML emails
- Managed multiple projects of varying sizes concurrently
- Collaborated with Project Managers regarding technical specifications of projects
- Properly allocated resources to meet all production needs, including outsourcing as needed

### **Promotions.com, New York, New York**

#### **DIRECTOR, CREATIVE PRODUCTION**

**2004 – 2010**

- Supervised six-person Creative Production department responsible for all Flash and HTML development (Clients include McDonald's, Kraft Foods, Hasbro and Quaker Oats)
- Supervised all front-end production (Flash and HTML) for the world's two largest online promotions: McDonald's Monopoly [2004 - 2009] and Subway Scrabble [2009]
- Organized and prioritized projects to enable proper resource allocation to meet all production deadlines, including outsourcing of work as needed
- Maintained internal front-end resource schedule for all projects
- Critically reviewed and analyzed supplied creative from third party creative agencies including Razorfish, The Marketing Store, Digitas and Ogilvy for front-end development feasibility
- Authored and established standards-compliant internal front-end development coding specifications increasing coding efficiency
- Reviewed code to ensure adherence to internal coding specifications
- Developed (hand-coded) front-end of online projects and promotions as needed
- Revised and updated company creative specifications as supported technologies evolved
- Implemented internal Javascript Framework (jQuery) to comply with industry standards
- Conducted annual employee reviews and recommended applicable salary adjustments
- Responsible for department staffing
- Client communication as needed

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**Promotions.com, New York, New York**  
**SENIOR DEVELOPER**

**2003 – 2004**

- Organized, prioritized and assigned projects, including outsourcing of work as needed, in addition to responsibilities below.

**Promotions.com, New York, New York**  
**DEVELOPER**

**2000 – 2003**

- Hand coded HTML pages from Photoshop files using HTML, CSS and JavaScript
- Performed cross browser and cross platform QA on all HTML pages
- Organized and prioritized work to effectively meet deadlines and produce high quality code
- Collaborated with art director and account executives to meet clients' needs
- Collaborated with back-end programmers to produce engine compliant HTML pages

**Independent Contractor**  
**WEB DEVELOPER**

**1999 – 2000**

- Designed, developed and maintain [www.carolynboschi.com](http://www.carolynboschi.com)
- Designed and developed Baltimore Men's Chorus website (no longer live)
- Designed and developed Blue Moon Art & Design website (no longer live)
- Developed sites using raw HTML, CSS and JavaScript (No WYSIWYG programs used)

**Morrow Junior Books/William Morrow & Company, New York, New York**  
**DESIGNER**

**1995 – 1999**

- Designed jackets and interiors of original picture books and novels
- Designed promotional material including posters, bookmarks, and magnets
- Created electronic mechanicals for book and promotional projects I designed
- Oversaw all stages of production
- Supervised in-house freelancers
- Interacted with editors, production department and illustrators
- Organized and prioritized work to efficiently and effectively meet deadlines
- Diagnosed and solved Macintosh problems for design department
- Resolved computer and document problems to prevent key projects from missing release dates

## **Education**

### **THE NEW SCHOOL**

Completed Intro to JavaScript and Beginning JavaScript classes; Completed Intro to Flash class

### **UNITED DIGITAL ARTISTS**

Completed Web Design certificate program (Courses included HTML, JavaScript and DHTML)

### **CLARION UNIVERSITY OF PENNSYLVANIA, CLARION, PA**

Bachelor of Science in Communication

## **Technical Skills**

X/HTML, CSS, JavaScript, some jQuery, Mac OSX, BBEdit, Adobe Photoshop, Adobe Illustrator, Transmit, MacCVS Pro, Subversion, Microsoft Word and Excel, QuarkXPress, familiarity with Adobe Flash, various utility programs, WinTel PC