

patrick**taliaferro**

patricktaliaferro@gmail.com

producer, writer, editor

specialities:

social media, web 2.0, online media buying, SEO/SEM, website production, user generated content, viral marketing, event production, podcast production, digital asset production, branding, online/offline publicity.

work history:

Sr. Producer

Digital Media, A&E Television / AETN

New York, NY

october 2008-present

- Work closely with Site Manager and IT PM's in defining project schedule, business requirements and content goals to ensure that projects produced are of quality and completed on time/budget and to spec.
- Project planning, scheduling and tracking of project development and working on the acquisition of needed resources, when appropriate.
- Work with Site Manager to estimate project budget and accurately track changes in budget throughout project life cycle, informing clients of any changes – budgetary, scope, and/or timing.
- Communicate with various departments (including Ad Sales, On-Air Programming, Marketing, IT, Analytics, PR) and external vendors in a senior role, manages expectations and clearly communicates/defends/presents project ideas and goals.
- Oversee product development, from conception to establishing technical/functional specs and liaising with IT or vendors to convey business requirements and content/production goals.

Project Manager / Producer

Comedy Central Network

New York, NY

october 2007-september 2008

Online Editor

Men's Fitness Magazine

New York, NY

may 2005-october 2007

New Media Assistant

Vibe Magazine / Spin Magazine

New York, NY

february 2004-may 2005

Human Resources Manager

Fannie Mae Foundation

Washington, DC

january 2002-january 2004

education:

BA / Psychology

Old Dominion University

Norfolk, Virginia

Spring 1998

creative contributions:

Gotham Magazine

New York Free Press

Go Magazine

Upscale Magazine

Mugshot Magazine

AOL Health & Entertainment

Spin Magazine

Muscle and Fitness Hers

VH1's / Self Magazine's Most Wanted Bodies
Commentator

The Bulldog Reporter –Men's Magazine
Journalism – Panelist

MediaBistro Editorial Events - Event Host

technical:

Familiar with the following software on both Mac and Window-based computer systems:

HTML, CSS, XML, JavaScript, Adobe In Copy, Photoshop, Dreamweaver, Illustrator, MS Project, PowerPoint, Excel and Basecamp.