

Caleb Ferguson

371 Broome Street #19, New York, NY 10013
646-369-0747 | ccf264@nyu.edu | calebfergie.com

Objective

Graduate candidate seeking a position that affords an opportunity to combine business, technical and artistic skills to help a team make an engaging project or program succeed.

Experience

BlockApps - Product Coordinator

2018 - Present

Helping manage the projects of Fortune 500 clients using the blockchain platform STRATO. Creating feature descriptions, product documentation, marketing material, and email campaigns to for the product and platform.

Wavestone (fka. Kurt Salmon) – Management Consultant

2014 - 2017

CIO Advisory group - consulted for CIOs and technology departments of major financial institutions. Recurrent experience with project management, data analysis, data modeling, and report design.

Experienced in IT organization governance and process design. Gained strong industry knowledge and perspective on IT transformation and innovation efforts including blockchain technology, data management, and cybersecurity.

CollegeHumor Media – Marketing Coordinator

Summer 2012 – Fall 2012

Responsible for on-site traffic trade, SEO, and statistical analysis of site metrics, as well as creative work.

Education

New York University Tisch School of the Arts

Current

Masters of Professional Studies (MPS) in the Interactive Telecommunications Program (ITP). Class of 2019. Code, data, and media-driven coursework focusing on web development, networking & devices, and A/V installation.

New York University Stern School of Business

2014

B.Sc., Economics & Information Systems. Director of school cohort leadership group. Abroad to Spain & Singapore.

Bronx High School of Science

2010

Varsity cross-country and track teams. Varsity speech and debate team. Treasurer for school's Holocaust Museum.

Skills

Professional

- o Project Management
- o Data Analysis
- o Digital Marketing
- o Event Planning

Programming

- o HTML/CSS/JS
- o C++
- o Node.js
- o jQuery & D3

Creative Media

- o Premiere, Final Cut Pro, After Effects
- o Arduino, Processing, p5
- o Max/MSP Jitter
- o Photoshop, Illustrator, Balsamiq