

# Jennifer Rodriguez

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## EDUCATION

- Ed.M** HARVARD GRADUATE SCHOOL OF EDUCATION *Cambridge, MA*  
Graduated in June 2004. Specialized in Technology in Education. Conducted focus-group research to test formative design of educational products. Produced instructional media for Web and video.
- B.A.** HARVARD UNIVERSITY *Cambridge, MA*  
Graduated *cum laude* in 2003 with a Bachelor of Arts degree in Government.

## MEDIA EXPERIENCE

- Product and Content Manager** PBS KIDS INTERACTIVE *Arlington, VA*  
Managed all aspects of site development from initial concept to launch for PBS KIDS GO! The Great Word Quest ([pbskids.org/wordquest](http://pbskids.org/wordquest)), a Flash-based literacy website for kids ages 6-8. Write contracts, organize internal feedback to outside vendors via Basecamp, document defects in Test Track Pro, handle ongoing customer service and maintenance, review and publish user-submitted content, improve usability of products based on formative testing, ensure event tracking is programmed into Flash-based websites, study analytics to better position and promote content. Provide editorial oversight in the development of smart phone apps for Super Why, Martha Speaks, and The Electric Company. Update and maintain PBS KIDS Island site. Provide ongoing editorial support to Super Why!, WordWorld, Sesame Street, Martha Speaks, and the Between the Lions websites. (Winter 2008-present)
- Producer Consultant** PBS KIDS INTERACTIVE *Arlington, VA.*  
Project managed internal production, PBS KIDS Island ([pbskids.org/island](http://pbskids.org/island)), a 2009 Parents' Choice Gold Award winning website for kids ages 2-5 that features games, video, and a progress tracking tool. Provided editorial oversight during the development of these PBS KIDS websites: Super Why!, WordWorld, Sesame Street, Martha Speaks, and the redesigned Between the Lions site. (Spring 2007-Fall 2007)
- Freelance Writer** WGBH KIDS INTERACTIVE *Boston, MA*  
Wrote feature articles and interactive games, researched stock photography, and cleared rights for interviews and interview-related assets. (May-July 2007)
- Assistant Producer** WGBH KIDS INTERACTIVE *Boston, MA*  
Researched, wrote, and edited content for Antiques Roadshow, Masterpiece Theatre, and Mystery! Web sites. Prepared links and bibliographies for Masterpiece Theater productions. Managed community discussion board for Mystery! fans. Wrote content for Arthur, Curious George, Design Squad, FETCH!, Time Warp Trio, and ZOOM. Project managed site redesign for Peep and the Big Wide World. Additional duties included: conceiving and focus testing online games; conducting routine quality assurance tests; writing content plans and Web stat reports submitted to funders; trafficking visual assets and copy to appropriate departments; and editing audio. (2005-2007)
- Press Assistant** BRIGHT LEAVES: A DOCUMENTARY FILM *Cambridge, MA*  
Organized and laid out press book for documentary filmmaker, Ross McElwee's, Museum of Modern Art film retrospective. Prepared direct mailings. (2004-2005)
- Office Assistant** HARVARD FILM STUDIES CENTER *Cambridge, MA*  
Researched sale and distribution of films through on-line storefronts. Managed inventory. (2003-2004)

## SPECIALIZED SKILLS

- Language:** Fluent Spanish and English. Training and experience teaching ESL.
- Computer:** Word, Power Point, FileMaker, Final Cut Pro, Sound Studio. MAC and PC proficient. Skilled in use of Drupal-based CMS, Basecamp, Test Track Pro (for QA), JIRA, and Google Analytics.