

**Joshua Wilwohl**

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## BRIEF

10 years' experience writing, editing, and managing content for digital products in the U.S. and Cambodia

## EXPERIENCE - CURRENT

### **Project manager, Automotive Events, July 2016 to present, Cleveland, Ohio**

- Led product strategy for (1) a smartphone app that provides event attendees with a real-time agenda, drive route, and chat function; and (2) a web-based quiz platform that helps salespeople learn about cars
- Wrote content, including user interface text and documentation, for company's products
- Conducted A/B testing of written content for user experience and engagement
- Established content standards for user interaction and company communication
- Ensured company's voice and tone remained consistent across content
- Managed budgets of more than \$250,000
- Orchestrated media events in the U.S. and Europe
- Coordinated on-the-ground logistics for a film shoot in Cambodia
- Led on-site production team of 10 to 20 people

### **Adjunct professor, Metropolitan College of New York, July 2017 to present, New York, N.Y.**

- Courses: Managing Information and Communication (undergraduate), Communication and Design Thinking in the Identification of Organizational Disaster Needs (graduate)
- Advised students on methods of communication across digital platforms
- Helped students create digital content strategies for crisis communication
- Designed curriculum for online master's degree program

## EXPERIENCE - PREVIOUS

### **Lecturer, Pannasastra University of Cambodia, August 2013 to August 2016, Phnom Penh, Cambodia**

- Courses (undergraduate): Media in the Digital Age, Digital Technologies and Media, Introduction to Journalism
- Advised student projects, including development of a social media engagement plan for a national television network and creation of a documentary video

### **Senior editor, Quantum Communications, January 2016 to June 2016, Phnom Penh, Cambodia**

- Managed development of an online video series that reached 1 million viewers per month
- Advised clients on digital content strategy, including ideation, creation, distribution, and engagement
- Led internal digital initiatives, including design and development of website, and management of social media

### **Digital manager, The Cambodia Daily, December 2011 to December 2015, Phnom Penh, Cambodia**

- Designed and developed newspaper's entire digital operations, including its website and multimedia features
- Managed construction of a custom paywall to target the Cambodian market
- Doubled overall readership and increased annual revenue by 15 percent
- Moved editorial workflow to a cloud-based system for a virtual newsroom environment

### **Editor, Patch.com, June 2010 to December 2011, Newark, N.J.**

- Helped develop digital initiatives for reporters and users by testing company's smartphone app
- Wrote articles about city crime and politics

### **Editor, The Star-Ledger, February 2009 to June 2010, Newark, N.J.**

- Designed and edited pages for the newspaper's Special Sections
- Helped newsroom implement content management and design system

### **Copy editor, The New Jersey Herald, May 2008 to February 2009, Newton, N.J.**

- Designed and edited daily A1 page with emphasis on graphics

## SKILLS

### Conceptual

- Content development
- Product management
- Strategic planning

### Programming

- HTML (advanced)
- CSS (advanced)
- JavaScript (beginner)
- PHP (beginner)

### Software

- InVision
- Markdown
- WordPress
- Illustrator
- InDesign
- Photoshop

## EDUCATION

### Master of Arts in Online Journalism, July 2017

Birmingham School of Media, Birmingham City University, Birmingham, United Kingdom

Concentration: Content design and the effects of technology on communication in Cambodia

### Master of Public Administration in Emergency and Disaster Management, May 2010

Metropolitan College of New York, New York, N.Y.

Concentration: Use of digital media in the preparation for and response to disasters

### Bachelor of Arts in Art History and Journalism, May 2008

Mercyhurst College, Erie, PA

## CERTIFICATION

### Quality Matters (QM), May 2018

Application of QM Rubric for Higher Education

## PUBLICATIONS

### The Cambodia Daily's Digital Strategy, November 2014

A comprehensive report of the newspaper's online and mobile strategy since the creation of its website in 2012

### All the News that Fits in Your Pocket, October 2010

An e-book about technology's disruption of the news industry

## PRESENTATIONS

### The Written Word, Digital Journalism World, February 2017, Singapore

A discussion of why written content remains important and how it is changing with technology in a world enthralled by moving images and computer-generated simulations

### Starting from Scratch—Going Digital in the Developing World, Digital Journalism World, May 2015, Singapore

An exploration of building a paywall to target Cambodia's mostly cash-only market; developing a responsive design to accommodate a mobile-only population; transitioning to a virtual newsroom; and switching to a secure network to protect users' data

### Print to Digital—Catching Up With the Curve, Interactive Digital News Design, April 2014, Singapore

A case study of The Cambodia Daily's responsive design and the limitations of working in a developing country