

Joshua Wilwohl

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BRIEF

10 years' experience in content design at media organizations and universities in the U.S., Europe, and Southeast Asia

EXPERIENCE - CURRENT

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

- Course: Managing Information and Communication
- Advised students on methods of communication across digital platforms
- Helped students create digital content strategies for crisis communication

Founder, Simplify Ink, February 2017 to present

- Researched and wrote content for digital products, including user interface text, articles, and social media posts
- Conducted A/B testing of content for user experience and engagement
- Promoted media literacy education in Cambodia through reading, writing, and content creation programs

Producer, Automotive Events, July 2016 to present, Cleveland, Ohio

- Established content standards and developed a database of styles
- Wrote content and provided product direction for custom-built smartphone application
- Orchestrated national and global product launches in the U.S. and Europe for a multinational corporation
- Coordinated on-the-ground logistics for a film shoot in Cambodia
- Managed budgets of more than \$250,000
- Led production and on-site event staff of between 10 and 20 people

EXPERIENCE - PREVIOUS

Professor, Pannasastra University of Cambodia, August 2013 to August 2016, Phnom Penh, Cambodia

- Courses included Media in the Digital Age, Digital Technologies and Media, Introduction to Journalism
- Advised senior 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
- Moved editorial workflow to a cloud-based system for a virtual newsroom environment
- Wrote articles, mostly about technology's rapid change and its influence on businesses in Cambodia

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

- Helped develop digital initiatives for reporters and users by testing company's mobile application
- Reported on city crime and politics
- Managed staff of 10 freelance writers

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

- Strategic planning
- Project management
- Content development

Technical

- HTML
- CSS
- JavaScript
- PHP
- WordPress

Graphical

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign

EDUCATION

Master of Arts in Online Journalism, July 2017

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

Concentration: Content-first design of digital news products and the effects of technology on communication in Southeast Asia, specifically 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 prevention of and response to man-made and natural disasters

Bachelor of Arts in Art History and Journalism, May 2008

Mercyhurst College, Erie, PA

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 eBook 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