

Joshua Wilwohl

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BRIEF

10 years' experience writing, editing, and managing content for digital products

EXPERIENCE - CURRENT

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

- Led product strategy for a custom-built smartphone application
- Wrote articles, documentation, and user interface text for application
- Conducted A/B testing of application's content for user experience and engagement
- Established content standards and developed a database of styles for all company communication
- Ensured company's voice and tone remained consistent across product and event content
- Orchestrated car 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 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 mobile application
- 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

- CSS (advanced)
- HTML (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 Southeast Asia (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 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