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## BRIEF

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

## EXPERIENCE

### 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

### 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

### 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

## SKILLS

HTML (advanced)	CSS (advanced)	JavaScript (beginner)	PHP (beginner)	InVision
Markdown	WordPress	Illustrator	InDesign	Photoshop

## EDUCATION

**MA in Online Journalism, July 2017** - Birmingham School of Media, Birmingham City University, Birmingham, U.K.

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

**MPA 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

## PRESENTATIONS

**Importance of written content in technology** - Digital Journalism World, February 2017, Singapore

**Building a paywall in a cash economy** - Digital Journalism World, May 2015, Singapore

**Designing for a mobile-only population** - Interactive Digital News Design, April 2014, Singapore