

Joshua Wilwohl - hi@wilwohl.com - wilwohl.com

BRIEF

11 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 (postgraduate)
- 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