

ADAM HOLSTEN

web designer, content management specialist and photographer

EXPERIENCE

Web Design & Development Manager,
NYU WIRELESS Research Group

January 2016 - Present | New York, NY

Designed, developed, and launched custom Wordpress website in under three months and specially designed and coded custom page and post templates in Wordpress using PHP and HTML5.

Designed and implemented new NYU WIRELESS logo and branding identity guide currently in use online, on in-office digital displays, and all email blasts.

Used search engine optimization (SEO) techniques to improve NYU WIRELESS webpage Google search rankings.

Identified outdated webpages/applications and researched and implemented modern alternatives.

Designed and coded email templates for mass mailings across all browsers and platforms and worked with editors to compile and send a monthly email blast to a mailing list of over 7,000 people.

Served as stage manager for the Brooklyn 5G Summit, a yearly technology summit hosted by NYU WIRELESS and Nokia with industry affiliates representing AT&T, Ericsson, Intel, and other telecomm companies.

Web Content & E-Communications Specialist,
The College of New Rochelle

December 2014 - December 2015 | New Rochelle, NY

Created interactive web pages for the College's website (www.cnr.edu) featuring my own photography and videography.

Scripted, recorded, and edited online video tutorials for faculty and staff.

Lead the design and content population of the new college intranet.

Designed print and digital advertisements promoting recruitment-oriented events such as information sessions and college cohort meetings.

Managed the college's social media presence and provided live social media coverage of major college events.

Web Content Coordinator, PhilaU

September 2013 - December 2014 | Philadelphia, PA

Created and edited site templates in Cascade, the university's content management system, for the 32 undergraduate and 21 graduate programs.

Assisted and guided faculty members in the creation of their websites and digital projects.

OTHER EXPERIENCE

Design Intern, The Archer Group *June - August 2013 | Wilmington, DE*

Information Technician, PhilaU *May 2012 - Sept. 2013 | Philadelphia, PA*

Photojournalist & Layout Artist, The Jersey Journal *Jan. - Oct. 2011 | Jersey City, NJ*

Design Intern, Metropolitan Museum of Art *Jan. - March 2011 | New York, NY*

WEBSITE

www.adamholsten.com

CONTACT

adam.holsten@gmail.com

EDUCATION

Philadelphia University
M.S. Interactive Design

May 2014

Rutgers University
B.A. Journalism &
Media Studies

May 2010

SKILLS

Responsive Web Design,
UX Design, SEO,
CSS Animations, Email Design,
Video Codec Conversion,
Photography, Videography,
Content Management,
Video Production

Software

Photoshop, Illustrator, Flash,
After Effects, Premiere, InDesign,
Microsoft Office, Final Cut Pro,
iMovie, Avid, Camtasia, Sony
Vegas, Handbreak, ImageOptim,
Xcode, Codekit, Hype

CMS

Cascade Server, Liferay,
WordPress, Sakai, Movable Type,
Harris, Blackboard, Hootsuite

Programming Languages

HTML/HTML 5, CSS/CSS3,
SASS/LESS, JavaScript, Java, PHP,
MySQL, Objective-C, Processing,
Velocity Script

Certifications

Managing Content With Liferay,
Mastering Liferay Fundamentals