

# CRAIG WEN

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## EXPERIENCE

NEW YORK, NY  
JUN 2013 – PRESENT

### Columbia University in the City of New York

WEB PRODUCER

- Redesigned and coded articles to a clean, mobile-friendly, image-based layout.
- Directed the redesign of the monthly electronic newsletter, including a change in email distribution client and template implementation to improve workflow.
- Advise editorial team on web content, upgrades, and communication strategies.
- Oversee the major redesign of the university news website.
- Monitor Google Analytics to improve web strategy.
- Curate university social media presence on Facebook, Twitter, and Google+.

NEW YORK, NY  
JUN 2012 – JUN 2013

### Stevens Institute of Technology

COMMUNICATION & MULTIMEDIA SPECIALIST

- Composed and edited compelling web content for the school websites.
- Improved site usability based on Google Analytics feedback.
- Increased Facebook fans by posting interesting stories, links, photos, and surveys.

NEW YORK, NY  
JUN 2012 – FEB 2013

### Harvard School of Public Health | President's Emergency Plan for AIDS Relief

DESIGN & WRITING CONSULTANT

- Designed and wrote final report pamphlets of 3 major international AIDS treatment programs highlighting their accomplishments, including visual layouts, color schemes, and informational graphics.

NEW YORK, NY  
FEB 2012 – JUN 2012

### GBCHealth

DIGITAL COMMUNICATIONS INTERN

- Managed digital marketing channels for a fundraiser and conference that raised \$1.5 million, including website and e-newsletter campaigns.
- Analyzed online metrics to guide content strategy.
- Filmed, edited, and produced 10 videos for promotional use.

BOSTON, MA  
OCT 2008 – FEB 2011

### Harvard School of Public Health | President's Emergency Plan for AIDS Relief (PEPFAR)

SENIOR DATABASE COORDINATOR

- Managed databases containing 100,000+ patient records for effective clinical and programmatic patient tracking.
- Developed easy-to-use software tools to improve efficiency and accuracy in monitoring and evaluation of patient care.

## EDUCATION

BOSTON, MA  
MAY 2011

### Emerson College *with Tufts University School Of Medicine*

MASTER OF ARTS, HEALTH COMMUNICATION

HOUSTON, TX  
AUG 2006

### University of Houston Clear Lake

BACHELOR OF SCIENCE, BIOLOGICAL SCIENCES