

CRAIG WEN

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EXPERIENCE

NEW YORK, NY

JUN 2012 – PRESENT

Stevens Institute of Technology

COMMUNICATION & MULTIMEDIA SPECIALIST

- Edit school web pages using HTML and Drupal.
- Compose and edit compelling and informative web content.
- Improve site usability based on Google Analytics feedback.
- Write articles and press releases promoting faculty and student accomplishments.
- Increase Facebook fans by posting interesting stories, links, photos, and surveys.

NEW YORK, NY

JUN 2012 – PRESENT

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

COMMUNICATION DESIGN & WRITING CONSULTANT

- Wrote and designed final glossy reports of 3 major AIDS treatment programs in Africa highlighting their accomplishments.
- Distilled complex technical concepts into widely-understandable copy.
- Conceptualized and implemented 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 coding website and e-newsletter campaigns in Dreamweaver.
- Analyzed online metrics to guide content strategy.
- Filmed, edited, and produced 10 videos for promotional use.

WEBSITES

Stevens Institute of Technology – School of Engineering and Science

<http://www.stevens.edu/ses/>

GBCHealth 2012 Conference

<http://conference.gbchealth.org>

Philip and Celene Chao Wedding

<http://www.craigwen.com/chao-wedding/index.html>

Gillenwater Law Firm, PLLC

<http://gillenwaterlaw.com/>

SKILLS

Google Analytics, HootSuite, Adobe Creative Suite, Salesforce, Vertical Response, Microsoft Office, Filemaker Pro, HTML, CSS, and Javascript

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