

Joel Hans

curriculum vitae

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PROFESSIONAL EXPERIENCE

Editorial Director, Technical and Educational Resources

May 2019 - Present

Netdata, Inc.

- Maintained 400+ documentation pages for Netdata's open-source monitoring agent, which has more than 51,000 stars on GitHub.
- Built a Jamstack-powered website experience for publishing documentation and educational content (guides, cheatsheets, tools) for Netdata's products.
- Deployed a CI/CD pipeline on GitHub Actions to aggregate documentation from multiple repositories and run automated quality checks.
- Managed the marketing team's editorial calendars and processes to produce technical and educational resources.
- Designed complex Linux system setups for documentation and marketing purposes, including Kubernetes, microservices with Docker, Redis, LAMP/LEMP, and more.
- Led Netdata's product marketing on the web, including new web assets, screen recordings for new features, and additional frontend HTML/CSS.
- Drove company-wide writing tone, voice, and grammatical standards through a style guide.
- Collaborated with product to create in-product messaging that informs users during onboarding.
- Engaged with dozens of active contributors to create or improve documentation through real-world use cases.

Director

July 2017 - June 2019

Nurse Media

- Established a copywriting and technical writing consultancy with clients like IBM, Johnson & Johnson, Autodesk, Red Hat, and other leading technology/software enterprises.
- Managed clients' blog content, including managing editorial calendars and editing contributions from freelance writers.
- Enabled enterprise sales funnels by writing technical, solution-based white papers for clients like IBM through intensive collaboration with their internal solutions experts.
- Wrote thought leadership articles on topics like IoT/edge computing, machine/deep learning, blockchain, and internet security.

Lead Copy/Technical Writer

July 2017 – June 2019

SSD Nodes

- Grew pageviews of the existing educational website by 3,200% in eight months with relevant, SEO-optimized technical content.
- Maintained the self-service help and knowledgebase platform.

- Doubled sales volume year-over-year with website templates, marketing copy, and technical guidance to support promotions.
- Optimized the sales funnel using A/B testing.

Managing Editor, *Fairy Tale Review*

October 2014 - July 2017

University of Arizona

- Took over operations as managing editor after two months in training.
- Lead four print issues through production, including copyediting, sending proofs to authors, and collaborating with the magazine's designer.
- Read hundreds of submissions per month to select work for 2015's Mauve Issue and 2016's Ochre Issue.
- Maintained the journal's web presence by adding new features to the website and collaborating with interns to produce twice-weekly content for the blog.
- Grew the magazine's social media presence on Twitter and Facebook.
- Expanded the brand's outreach through presence at industry trade shows and collaborating with established authors for interviews and contest judging.

Managing Editor, *Manufacturing.net*

July 2011 – July 2014

Advantage Business Media

- Managed day-to-day operations of the largest manufacturing-focused publication in print or online.
- Produced a dozen pieces of unique content daily to support two daily newsletters, which were deployed to a combined audience of more than 500,000 opt-in readers.
- Reviewed submitted articles and selected the highest quality work to be edited for publication.
- Traveled internationally to attend trade shows, industry events, and plant tours while engaging sources for news production and feature articles.
- Established the brand's first video content by working with industry sponsors, writing scripts, and appearing on-camera.
- Interviewed industry leaders, including executives at Ford, Kia, and General Motors, in addition to members of Congress.
- Trained fellow editors on web production (HTML/CSS) and using the company's content management system.
- Managed another editor to ensure content was edited according to internal style guides and published in a timely fashion.

Associate Editor, *Industrial Maintenance & Plant Operation*

July 2009 - July 2011

Advantage Business Media

- Contributed to writing multiple articles for each monthly print edition, then working closely with production staff in InDesign.
- Wrote technical articles based around interviews with industry experts on a variety of subjects.
- Spearheaded major changes to website templates, including the implementation of a user commenting system, which was later rolled out across the company's entire portfolio.

EDUCATION

Master of Fine Arts in Creative Writing/Fiction

May 2016

University of Arizona

- Thesis project: “What Stills Never Survives”, a novel
- Thesis committee: Kate Bernheimer, Ander Monson, Manuel Muñoz, May 2016

Bachelor of Arts in English, emphasis in Creative Writing

May 2009

University of Wisconsin—Madison

- Graduated with Comprehensive Honors

TEACHING & ADVISING

Creative Writing Instructor

August 2015 - May 2016

Department of English, University of Arizona

- Instructor on record for three sections of introductory creative writing workshops for undergraduates.
- Planned syllabus and lesson plans for each
- Led discussions with 20 students on a variety of pieces from inside and outside the literary “canon,” particularly in relation to craft.
- Read, critiqued, and graded student work based on apparent effort and overall adherence to assignments or topics given.

Writing Fellow

May 2007 - May 2009

The Writing Center, University of Madison—Wisconsin

- Advised ten to fifteen undergraduate students during each four semesters with the program in the fashion of a Writing Center instructor.
- Read, edited, and critiqued cross-disciplinary essays up to 30 essays per semester for overall clarity, strength of thesis and supporting argument, organization, and grammatical consistency.
- Engaged each student in multiple one-on-one conferences to discuss revision strategies and offer additional resources to improve their further writing.
- Instructed peers in various cross-curriculum writing disciplines, including atmospheric sciences, comparative literature, and political science.

FICTION PUBLICATIONS

“The Aunt of Everything.” *West Branch* (2018)

“First it Was the Brushfires.” *Puerto del Sol* (2018)

“Does Yours Have a Heart, Too?.” *Green Mountains Review* (2017)

“Evaporation.” *The Adroit Journal* (2016)

“The Boomslang Coup.” *The Masters Review* (2016)

“Jackalope.” *Noble / Gas Qtrly* (2016)

“Ghosts of Wildly Different Species.” *Eleven Eleven* (2016)
 “Evaporation.” *The Adroit Journal* (2016) “Ochre Unicorn.” *Yemassee* (2016)
 “Whisperingbird” & “Hellhound” & “Astral Glider.” *New South* (2015)
 “Apatosaurus.” *Atticus Review* (2015)
 “Black-Clawed Rapturus” & “Sea Elephant” & “Giant Beaver.” *Sundog Lit* (2015)
 “Opal Feldwing” & “Gray Flix” & “Martian Globules.” *Wyvern Lit* (2015)
 “Crepuscular Bear” & “Tree Needler” & “Thick-Skinned Buffali.” *Caketrain* (2015)
 “Once There Was an Upside-Down Girl.” *Booth: A Journal* (2015)
 “Cardinine, Seafoamyst, Morningite.” *West Branch* (2015)
 “Humongous Doublery” & “Planet” & “Protenean Amoeba.” *Noble / Gas Qtrly* (2015)
 “A Man, His Oblations.” *No Tokens* (2014)
 “The Harras’ Surveyance.” *Spork Press* (2014)
 “The Great Horned Owls’ Beheadings.” *Big Lucks* (2014)
 “Ghosts in the Termini.” *friction : review* (2014)
 “Darkest Spots in the Galaxy.” *The Collapsar* (2014)
 “The Ouachita Map Turtle’s Fissure.” *Pear Noir! 10* (2014)
 “The Hummingbird’s Anti-Torpor.” *Spartan* (2014)
 “Subsoil.” *Redivider* (2013)
 “If You Look Long Enough You See That Everything Is A-Passing.” *Psychopomp Magazine* (2013)
 “Day 4,372.” *Necessary Fiction* (2013)
 “The Holstein’s Stillborn.” *Pithead Chapel* (2013)
 “The Warbler’s Necropsy.” *Nashville Review* (2013)
 “Factor VIII.” *The Ampersand Review* (2013)
 “The Blinding in Horticulture, Texas.” *Fringe Magazine* (2013)
 “Panthera.” *Valparaiso Fiction Review* (2012)
 “Dig.” *The Lindenwood Review* (2012)
 “Fear of—.” *Owen Wister Review* (2012)
 “Dossiers.” *Word Riot* (2010)

PRESENTATIONS

“Leashing the Beast: Humanizing Fictional Monsters,” AWP Conference and Bookfair, panel and fiction reading, Washington D.C., 2017.
 “Jackalope” & “Cardinine, Seafoamyst, Morningite,” Tucson Festival of Books, fiction reading. Tucson, Arizona, 2016.
 “The Boomslang Coup,” EDGE 78, fiction reading. Tucson, Arizona, 2015.
 “The Neon Woman,” INFUSE: On Visibility, fiction reading. Tucson, Arizona, 2015.
 “Crepuscular Bear” & “Apatosaurus,” Alternating Current’s The Big (Speak)Easy, fiction reading. Minneapolis, Minnesota, 2015.