john osterman

🐦 johnaosterman
john@osterman.io

Upstream strategy for digital and nondigital communications; front-end development (HTML, CSS, and JavaScript); data visualization and data-driven MCV frameworks; digital publication design; innovative Google Analytics; excellent substantive and copy editing.

Center for Global Development
Washington, D.C. April 2008–April 2016

Director for Digital Communications: Led production of online content. Responsible for audience engagement via web and email. Promoted from Deputy Director in July 2015.

— Developed web-first formats and standards for long-form publications, with 700 percent more newsletter signups and 400 percent more social shares over conventional formats.
— Implemented low-overhead solutions for interactive data visualizations and exploration, standadized and consistent with brand identity.
— Redesigned email newsletter to optimize for mobile and increase deliverability, increasing open rates by 25 percent.
— Edited colleagues' blog posts for clarity and web-appropriate structure, and to take advantage of interactive features such as embeddable charts and tweetable pullquotes.
— Set up innovative goal tracking in Google Analytics, including identification of key performance indicators and other engagment indicators.

Deputy Director for Communications and Policy Outreach: Set editorial calendar and oversaw work of the communications team. Served as Acting Head of Communications. Promoted from Publications Manager in June 2013.

Publications Manager: Managed production of over 100 print and online publications a year, from briefs and working papers to full-length books. Promoted from Publications Coordinator in June 2010.

University of Virginia
Charlottesville, Va. Aug. 2006–Dec. 2007

Teaching Assistant: Led discussion sessions for approximately 60 students per semester; graded papers and tests.

Aug. 2005–Dec. 2006

Writing Instructor and Writing Center Tutor: Taught English as a Second Language, with an emphasis on academic writing, to graduate students; tutored ESL graduate students seeking help on their papers.

United States Peace Corps
Mauritania, Northwest Africa 2001–2003

Education Volunteer: Taught English to more than 200 high-school students.

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EDUCATION

University of Virginia
Charlottesville, Va. Aug. 2005–May 2008

MA in Anthropology: Thesis research on Moroccan urban development; summer language study in Fez, Morocco; extensive coursework in African history and archaeology.

University of the Witwatersrand
Johannesburg, S. Africa June–Aug. 2003

Limpopo River Valley Fieldschool: Summer field school in paleoanthropology and paleoarchaeology.

University of Mary Washington
Fredericksburg, Va. Aug. 1996–May 2000

BA in Anthropology: Summer study abroad in Côte d'Ivoire; writing center tutor.

OTHER SKILLS AND AWARDS

Digital: HTML, CSS (including Bootstrap and SASS), JavaScript (including jQuery, AngularJS, Backbone, and MCV fundamentals); Adobe InDesign, Illustrator, and Photoshop; Drupal and WordPress; basic SQL; Git and GitHub; RegEx skills.

Languages: French (conversational); Hassaniya (Mauritanian Arabic, conversational); Moroccan Arabic (beginner); Modern Standard Arabic (beginner).

Awards: 2010 Berthold Schmutzhart Award for Outstanding Achievement in Sculpture, Corcoran College of Art + Design; featured in 2009 and 2010 Sculpture Annual juried exhibitions.