

# JOSHUA GUTHALS

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Personal portfolio: joshuaguthals.herokuapp.com | GitHub: github.com/zioplox11 | LinkedIn: linkedin.com/in/jguthals

## Skills

Full-Stack Development, Project Management, Social Marketing & Promotion, Blogging, Data Analysis  
TDD & BDD (RSpec, Jasmine, Capybara), Agile/Scrum, Ruby, Ruby on Rails, JavaScript, JQuery  
Backbone, CSS3, HTML5, SQL, PostgreSQL, iForm, Qualtrics, Sublime Text

## Experience

### General Assembly

New York, NY

#### Web Development Immersive Student

Jan 2014 - Current

- Coordinated with professional designer, fellow students to finalize designs, back-end functionality.
- Developed, implemented complex web applications: "My Best Coffee" -- devoted to expanding coffee enthusiasts' culinary skills, "My Boro" -- providing quick snapshots of your neighborhood by consolidating half-dozen APIs, "Prowl" -- social networking, dating site for LGBT women.

### Department of Health & Mental Hygiene

New York, NY

#### NYC HIV Planning Group Board member, MCE Subcommittee

Jan 2014 - Current

- 2 year appointed position on Member & Community Engagement Subcommittee.
- Annually update the comprehensive New York City Jurisdictional HIV Prevention Plan.

### Research Foundation CUNY (Center for HIV Educational Studies & Training)

New York, NY

#### Recruitment Specialist & Webmaster

Feb 2012 - Dec 2013

- Generated press, blogs (Huffington Post, Jezebel, Psychology Today).
- Managed 20+ field/online recruiters; Doubled recruitment yields.
- Oversaw Tumblr, survey design, Website; Increased Facebook fans 2,000%.

### Yahoo!/Right Media

New York, NY

#### Web Content Analyst

2007 - 2009

- Analyzed creative content to position most appropriately on Yahoo! websites.

### Elliott Marketing Group

Pittsburgh, PA

#### Data Analyst

2002 - 2006

- Administered Paradox database of over 1.2 million active and prospective clients.
- Generated data sets for nonprofit arts organizations' annual campaigns & events.

## Education

### New York University

New York, NY

#### Master of Music: Music Technology

2009-12

- GPA: 3.9/4.0; Tonmeister with honors certificate.
- Master's Thesis: "Perception of and Preference for Pitch Correction in Acoustic Music".
- Thesis chosen as instructional guide for NYU Master's candidates.

### Rice University

Houston, TX

#### Bachelor of Arts: Psychology & English Literature

- GPA: 3.8/4.0; Cum Laude.
- National Merit Scholar.

### University of Oxford

Oxford, England

#### Direct Exchange Programme:: Psychology and Literature

- One year matriculation. Emphasis on British Modernism.

## Additional Info & Fun Facts

Krav Maga Self-defense Student (current), AIDSWalk Star Walker (2013)

Composed music for Cannes Festival short film (2012)

Performed at Joe's Pub & Knitting Factory (2010-11)

Teaching Assistant, Psychology & English Literature (2011), NYU (2009-2011)