

JOSHUA AARON GUTHALS

Communications & Web Development

Skills: Project Management, Recruitment, Staff Supervision, Data Analysis, Systems Efficiency Management
joshua.guthals@gmail.com, (510) 220-4981

EXPERIENCE & ACCOMPLISHMENTS:

General Board member; Membership & Community Engagement subcommittee member

NYC HIV Planning Group, Department of Health & Mental Hygiene, New York, NY; Jan 2014 - Present

- 2 year appointed position on the NYC DOHMH's HIV Planning Group, updating comprehensive New York City Jurisdictional HIV Prevention Plan designed in collaboration with CDC & NHAS to reduce new HIV infections.

Recruitment Specialist & Webmaster

Hunter College's Center for HIV Educational Studies & Training, RFCUNY, New York, NY:

February 2012 - December 2013

- Database & Survey Design in iForm, Qualtrics; Web design in Dreamweaver, Mozilla; Webmaster for website; Collaborated on report designs with data team; Managed 20+ field/on-line recruiters; Wrote press releases and blogs; Oversaw Facebook, Tumblr, and web-page; Implemented ad campaigns; Effectiveness reporting in Excel, Access; Streamlined reimbursement and expenses tracking protocols for recruitment.
- Doubled recruitment yields (online & in field), closed out recruitment for multiple demographically specific long-term studies; Increased Facebook fans by over 2,000%; Represented organization at public health conferences; Contributed blogs for Psychology Today and GHMC; Generated press (e.g. Huffington Post, Jezebel, and Queerty); Designed print and on-line ad campaigns (e.g. AMNewYork, Grindr, and Poz.com).

Web Content Analyst, Yahoo!/Right Media, New York, NY; 2007-09

- Collaborated with team as "ratings board" for internet advertisements. Analyzed creative content to position most appropriately on Yahoo! websites. Presented recommendations to supervisor in staff meetings.

Data Analyst, Elliott Marketing Group, Pittsburgh, PA; 2002-06

- Administered Paradox database of active and prospective clients. Analyzed, generated data sets for annual campaigns & events for arts organizations. Ran queries. Produced reports detailing marketing results.

EDUCATION & HONORS:

Relevant coursework: Computer Programming; Cognitive, Motivational & Social Psychology; Statistics; Research Methods; Essay Writing; Autobiographical writing; Psychoacoustics; Digital Audio Production and Mastering

General Assembly, New York, NY: January 2014-Present

Web Development Immersive Training Program; Practical SQL Workshop

- Full training as junior-level Rails developer; Full-Stack web development training (CSS; HTML; SQL; Ruby)

New York University, New York, NY: 2009-12

Master of Music in Music Technology

- GPA: 3.9/4.0; Tonmeister with honors certificate
- Thesis topic: Perception of and Preference for Pitch Correction in Acoustic Rock Music

Rice University, Houston, TX: 1995-99

Bachelor of Arts in Psychology & English Literature

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

University of Oxford, Oxford, England: 1997-98

Direct Exchange Programme in Psychology and Literature

- Emphasis: British Modernism, Developmental Psychology

Presentations: "Recruiting Highly Sexually Active Gay and Bisexual Men for a Study on Sexual Compulsivity: An Analysis of Effective Online Recruitment Strategies;" Jimenez, Rendina, Guthals, et al. (Nov 2013 at SSSS).

Acknowledgements: Star Walker/Top Fundraiser for CHEST's AIDS Walk Team (2013); Master's Thesis chosen as instructional document for current NYU Master's candidates; Team in Training Fundraiser & Triathlete (2011)