

JOSHUA AARON GUTHALS

Recruitment Specialist & Webmaster

Skills: Project Management, Communications, Staff Supervision, Data Analysis, Systems Efficiency Management
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EXPERIENCE & ACCOMPLISHMENTS:

Recruitment Specialist & Webmaster

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

February 2012 - Present

- Database and Survey Design in iForm, Qualtrics; Streamline reimbursement and expenses tracking protocols; Web design in Dreamweaver, Mozilla; Webmaster for website; Collaborate on report designs with data team; Manage 20+ field/on-line recruiters; Write press releases and blogs; Oversee Facebook, Tumblr, and web-page; Implement ad campaigns; Effectiveness reporting in Excel, Access.
- Doubled recruitment yields (online and field), closing out recruitment for multiple demographically specific long-term studies; Increased Facebook fans by over 2,000%; Represent organization at public health conferences; Contribute blogs for Psychology Today and GHMC; Generate press (e.g. Huffington Post, Jezebel, and Queerty); Design 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 quarterly 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

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

Master of Music in Music Technology

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

Rice University, Houston, TX: 1995-99

Bachelor of Arts in Psychology & English Literature

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

University of Oxford, Oxford, England: 1997-98

Direct Exchange Programme in Psychology and Literature

- Emphasis: British Modernism, Developmental Psychology

Acknowledgements: Star Walker/Top Staff 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)

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).