

# Adam P Schweigert

Content Strategy • Community • Journalism

## Experience

**New Media Director** (January 2009 – Present)

WFIU Public Radio/WTIU Public Television/Indiana Public Media (NPR/PBS Member Stations)

**Director of Multimedia Initiatives** (February 2008 – Present)

**Music Director/Arts Bureau Chief** (July 2005 – February 2008)

**Arts Writer/Producer** (September 2003 – July 2005)

WFIU Public Radio

- Led the redesign of wfiu.org from a static, brochure-ware website to a fully dynamic site, now undergoing an iterative redesign to include WTIU Public Television and the stations' combined news and arts bureaus all under the indianapublicmedia.org brand.
- Imagined, created and produced audio, video and multimedia products for broadcast and online distribution; championed podcasting, mobile and on-demand content development; served as liaison to community organizations and university departments in the forming of strategic partnerships.
- Designed and implemented organization-wide staff training program in multi-platform journalism and content production; recruited, hired and managed paid staff, interns and outside contractors.
- Developed and implemented social media strategy and encouraged organization-wide adoption of social media best-practices; developed and implemented search engine optimization and online marketing strategy.
- Served as senior project manager for all online projects, managed budgets, assisted in writing of grant proposals.

## **Recent Accomplishments**

- Increased online traffic (unique visits) over 300% year over year (July 2008 – July 2009)
- Achieved industry-wide recognition; invited to speak at national conferences on multi-platform content development, served on NPR Digital Advisory Working Group.
- Developed significant social media followings for station programs and productions (over 6,500 combined Twitter followers; over 6,300 combined Facebook fans)
- Created nationally recognized programs and podcasts: Earth Eats, Kinsey Confidential, A Moment of Science (video)

**Freelance Consultant** (2004 – Present)

Design, Content Strategy, Search Engine Optimization, Social Media Marketing, Podcasting

**Audio Recording Engineer** (January 2001 – June 2003)

Ohio State University School of Music Recording Services

## **Education**

### **M.Mus. (Candidate) – Indiana University** (Bloomington, IN)

Concentrations: music composition; electronic and computer music

Coursework completed, cumulative GPA: 3.9

Additional coursework in nonprofit management, digital art and computer science

### **B.Mus. – The Ohio State University** (Columbus, OH)

Concentrations: music composition, music theory, oboe performance

Degree conferred: June 2003, Magna cum laude; with distinction in music composition

## **Skills, Qualifications, and Training**

### **Web Design and Development**

- Expert: XHTML, CSS, WordPress (including theme development and WordPress MU)
- Intermediate: Javascript (including jQuery), XML/XSLT
- Novice: PHP/MySQL, Apache, Python
- Knowledge of common design software: Photoshop, Illustrator, Flash, etc.

### **Search Engine Optimization, Social Media Marketing**

- Expert: search engine optimization (on-page optimization, site architecture, keyword research, link building), social media marketing
- Intermediate: pay per click and other paid campaign management; viral marketing
- Proven track record in developing and managing online presence for brands and individuals

### **Multi-platform Content Production**

- Expert: audio recording, editing and production; digital photography, photo editing
- Intermediate: copywriting/editing
- Novice: videography and video editing

### **Music Literacy**

- Encyclopedic knowledge of classical music; working knowledge of jazz and other genres
- Sixteen years performing experience as an orchestral, chamber and solo musician (oboe)

### **Other Interests**

- Photography (serious amateur/sometimes-pro photographer and photo editor)
- Outdoor activities (running, biking, backpacking, climbing)
- Cooking (and eating)

## **References, Portfolio and Work Samples**

*Available Upon Request*