

# ADAM HEMPHILL

JOURNALISM, WEB DEVELOPMENT &  
DESIGN

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[ahemphill@gmail.com](mailto:ahemphill@gmail.com)  
860-428-3619

## Profile

As a technical mind with a constant demand for knowledge, I have developed a multitude of skills with which I seek to further the dialogue that constitutes today's media.

## Skills

### Journalism

An engaging and innovative approach to storytelling via a thorough understanding of myriad contemporary tools & technologies.

### Web Development

Continuous contribution to the advancement of the Web and a strong belief in the power of users' shared knowledge & skills.

### Design

Increased effectiveness and clarity of Web presentation through applied principles of user interface and experience design.

## Technical

Semantic HTML

Adobe Creative Suite 4+

Prof. video & still camera operation

Valid CSS

Apple Final Cut Studio

Remote capture & transmission

jQuery

Misc. CMS software

Location lighting & audio

PHP

Asst. FTP clients

Associated Press style

## Experience

### The Yankee Retail Company Lead Web Developer

July 2009-Present

Maintain portfolio of 12 legacy e-commerce websites serving thousands of customers throughout the United States. Develop new features and rebuild existing infrastructure using modern techniques. Advise management regarding sitewide content presentation, information architecture, future maintainability and potential upgrade paths.

### CoPress

September 2008-November 2009

#### Co-founder & Operations Director

Provided general oversight to ensure organizational efficiency in effort to migrate college news organizations to sustainable open-source software. Researched business practices and helped develop guidelines and metrics for success. Created full brand identity including logo, color palette and typography scheme.

### Eastern Connecticut State University Photographer

September 2006-May 2009

Recorded guest speakers, concerts and other events on campus and throughout the greater community

for publication in official university literature and for dissemination to local media outlets. Liaised with administrators and others to ensure adequate coverage. Maintained consistency within database archive to ensure easy document retrieval.

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EveryBlock

April-September 2008

Harvester (Intern)

Applied geographic coordinates to aggregated news content for purposes of fine-tuning automatic geocoding system. Researched stories and locations to ensure accurate and complete database information. Communicated with development team to increase operability of back-end interface through design improvements.

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The Campus Lantern (ECSU)

September 2006-February 2008

Managing Editor

Oversaw editorial staff to help shape weekly coverage and verify completion of assignments. Developed and enforced editorial & style guidelines for print and Internet publication. Orchestrated first transition to Web-only distribution model of any college newspaper in the United States; later executed complete redesign of print product for reinforced consistency.

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Washingtonpost.Newsweek Interactive

May-August 2007

Content Producer (Intern)

Worked within product development team to create multimedia content for special features and new properties such as LoudounExtra.com. Aggregated information from multiple sources for a variety of database-driven community guides. Traveled hundreds of miles to write feature stories while collecting audio, video and photographs.

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the Chronicle (Willimantic, CT)

November 2003-February 2007

Photographer & Graphic Designer

Served readership of 11,000 through daily capture of assignments ranging from breaking news to NCAA Division I and professional sports. Edited, toned, captioned and transmitted photographs for publication and monitored newsprint reproduction. Constructed advertisements and pages using both traditional and electronic desktop publishing tools.

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*Education*

Eastern Connecticut State University

May 2009

Bachelor of Science, *Communication*

Grade point average of 3.52 in major coursework concerning media theory, law and practice. Active leader and advocate in production of all student media across newspaper, television and radio outlets. Minor in Digital Art & Design.

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