**Joshua M. Nypaver**

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**Professional Experience**

**Johnson C. Smith University** – Charlotte, NC

Webmaster/Assistant Print Shop Coordinator 2008

→Promoted to Web Services Coordinator 2010 – 2022  
 →Title Changed to Assistant Director for Digital Communications 2022 - Present

***Selected Duties:***

* Managed project to transform static website into one running in a content management system
* Lead team of internal and external allies to completely revamp university website
* Coordinated with vendors during large-scale IT project to place website into content management system
* Constructed infographics for variety of platforms
* Hired, supervised, and coordinatedweb content staff and student employees
* Created content for website including photography and copy writing and editing
* Wrote articles for alumni newsletter and website
* Supported university’s live stream of Oprah Winfrey during Commencement Ceremony
* Iterated designs from prototype to execution
* Developed web strategy pertaining to resource allocation and design of web portals
* Designed and executed special website sections to showcase special events including 50th Anniversary of the March on Washington, Homecoming and Commencement
* Built animations using Adobe Flash, Adobe After Effects and HTML 5/CSS/JavaScript
* Worked on team to create university’s Facebook page and grew following to over 12,500 Likes
* Collaborated with team to create university Twitter account which has grown to over 4,000 followers
* Created graphics promoting university’s athletics program and events on social media
* Analyzed analytics for social media, newsletters, and website and created recommendations for directors
* Coordinated with outside videographers and photographers to document events
* Served as integral part of creating live video stream for nationally promoted event with Congressional Black Caucus Institute during Democratic National Convention
* Worked to increase user experience (UX) in design of webpages and designs
* Responsible for maintaining entire university website utilizing CSS/HTML
* Created customized HTML e-newsletters for university communications
* Facilitated usability tests with students to enhance designs
* Developed A/B tests to discover designs with higher click-through rates
* Produced drone photography of campus
* Coordinated with other campus departments to facilitate special events on campus
* Filmed and edited videos for inclusion on web portals and social media
* Assisted with on-campus marketing campaigns for workgroup initiatives
* Managed day to day maintenance of web content
* Facilitated media events and hosted reporters on behalf of department
* Coordinated with NCAA Div II to produce scoreboard visuals during national track & field meet
* Worked with professional grade printing machines in small print shop

**WCNC-TV** – Charlotte, NC

Video Editor 2000

→Promoted to Internet Content Editor 2005 – 2007

***Selected Duties:***

* Designed and maintained blog website
* Coded XML-based podcasts
* Developed interactive presentations using Google APIs
* Compiled and analyzed statistical data to develop an annual strategic web plan
* Acted as liaison between various departments in order to synergize media content
* Wrote, edited copy, published news articles and photo galleries
* Contributed to story development for daily newscast
* Encoded video for use on website
* Created graphics on demand in Photoshop for website
* Edited video for newscasts and specialty projects using Avid NewsCutter
* Formatted and archived file video for future use
* Researched video archives for clips for special shows
* Created database to keep track of work done during evening shows
* Served as backup editing coordinator responsible for mentoring other editors and leading editors and producers during the production of evening shows

**Computer Skills**

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| --- | --- |
| **Web/Multimedia:** | Adobe Photoshop, Premiere, Illustrator, Dreamweaver, Audition, After Effects OmniOutliner, OmniGraffle, Web Server Administration, Content Management Systems, HTML, CSS |
| **Software:** | MS Office (Word, Access, Excel, PowerPoint), OmniGraffle, Apple Pages, Numbers, Keynote; Morae, rapid prototyping; adept at using a variety of visualization tools for business illustration and mind mapping. Equally comfortable in PC or Macintosh environment. |
| **Social Media:** | YouTube, Facebook, Twitter, HootSuite, Flickr, LinkedIn, Pinterest, Instagram |

**Education**

Winthrop University – Rock Hill, SC

**Bachelor of Arts,** 2000

Major: Mass Communication l Minor: Social Sciences

Extracurricular:

* Technical Editor - Winthrop Close Up - Video News Magazine
* General Manager and Programming Director - WINR - Student-run radio station
* Interned at WNSC-TV - Rock Hill’s South Carolina Educational Television Station

**Community Involvement**

**City of Rock Hill Tree Commission Member –** 2007-present (Serving as past Chairman)

**Inside Rock Hill** – 2007 Graduate

**Advisor Dungeons and Dragons Club at JCSU** - 2024