

Michael Kuhlmann

author & multimedia designer

michaelkuhlmann.com

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EXPERIENCE

PACKT PUBLISHING

Spring 2012

Author

Authored the book *Social Media for WordPress*, which focuses on the #1 most popular content management system in the world (WordPress) and how to leverage social media through this CMS. Conceptualized the book from start to finish, which set the precedent for Packt Publishing's new line of book formats – mini, micro and nano.

THOMPSON PUBLISHING GROUP / ROBBINS-GIOIA

Spring 2006 – Current

Director of Web Design

Create and manage a WordPress blog farm for Thompson's line of books. Manage web presence for Thompson's six brands – Thompson Publishing Group, Sheshunoff Information Services, AHC Media, BioWorld, The Performance Institute, and The American Strategic Management Institute. Develop and design landing page templates, email templates and other online marketing promotions to pique customer interest, using marketing automation software (Marketo and Eloqua). Re-develop several websites from static to WordPress-driven sites. Produce online ads and demo videos. Analyze web site traffic.

THE SAN DIEGO UNION-TRIBUNE

Fall 2005

Freelance Writer

Compose weekly album reviews for established artists such as Franz Ferdinand, Jimmy Eat World and Shaggy. Pitch stories and compose an array of feature articles on music moguls like John Alagia (producer for Jason Mraz, John Mayer, Dave Matthews Band and many more artists).

THE DAILY AZTEC

Fall 2004 – Spring 2005

News and Managing Editor

Oversee production and determine content of *The Daily Aztec* as well as its online edition. Evaluate all stories, edits, headlines and designs before final printout to meet AP style standards. Direct and supervise all editorial sections (News, Opinion, Arts & Entertainment, Sports). Originate story ideas, screen multiple press releases and assign coverage to news reporters and photographers. Assist in management of yearly budget and overall work flow of 100+ staff members. Serve as liaison between advertising and editorial sections.

ACCOLADES

Articles featured in:

The New York Times, The San Diego Union-Tribune, The San Diego Business Journal, The Daily Aztec and a dozen smaller outlets

Other Companies I've worked with:

IBM, Red Cross, Eukanuba, Berry Petroleum Company, Personal.com UrbanShuffle.com, MoveCalifornia.org

Accumulated more than 115,000 downloads for my BuddyPress themes.

Voted Best Supervisor (News Editor, The Daily Aztec)

Voted Best Section (News, The Daily Aztec)

SKILLS

Adobe CS5, Dreamweaver (HTML/CSS), MS Office 2011, WordPress, Marketo, Eloqua; fluent in German (native)

EDUCATION

SAN DIEGO STATE UNIVERSITY

2000 – 2005

B.A. in journalism, Minor in German