

# Phillip Honstein

MFA

Content + Code  
Creation & Management

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Larchmont, New York

## Education

**MFA in Creative Writing**

Emerson College

**B.A in English**

Western Washington University (WWU)

## Certificates

**IBM Tools for Data Science**

**IBM Data Science Methodology**

**IBM Databases & SQL for Data  
Science with Python**

Coursera

**Drupal Fast Start**

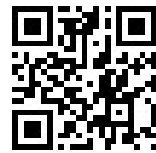
Udemy

**Teaching English (TESOL)**

Woodring College of Education @ WWU

## Objective

Seeking a role where I can apply my hands-on experience building CMS-based websites, coding custom tools, and creating and managing content.



## Experience

**Electronic Media Manager** | May 2025 – Present

Bronx Community College | Bronx, NY

- Develop and maintain WordPress websites using WPBakery Page Builder, custom CSS, and PHP; built custom tools including a multi-video player with deep linking and dashboard utilities surfacing user activity, permissions, and system status.
- Trained 100+ staff members on WordPress content editing, Media Library use, and WPBakery Page Builder.
- Plan and execute social media campaigns (e.g. Black History Month, Women's History Month, Commencement) across Instagram, Facebook, LinkedIn, and other platforms using platform-specific copy designs.
- Design social content including images, motion graphics, and videos using Adobe Express; select music for Instagram Posts, Stories, and Reels.
- Provide live and post-event social media coverage for commencement, awards, orientations. Provide event photography and videography.
- Publish web content including banners, news articles, and curated social feeds using WordPress, Curator.io, Revolution Slider, and Foo Gallery; manage WordPress users and roles.
- Apply prompt engineering with generative AI tools to accelerate content production and support editorial workflow.

**Web Producer**, independent | Apr 2023 – Present

EmagineEngine.com | Larchmont, NY

- Privately developing independent projects. (PHP, Ruby, Linux)
- Developed innovative UX for website video to simulate in-theater viewing, for a short film series. Created an original, cohesive brand and website including title, domain, logo, slogan, site and content. (PHP, XML, Apache)
- Created brand for cantorial leader. Conducted industry research and created domain, slogan, content and “digital garden” site. (PHP, Bludit static CMS)

**Agile Project Manager** | Jan 2022 – Oct 2022

Roswell Studios NYC | New York, NY

- Project Manager for ten ecommerce sites with successful relaunch of two online stores and ongoing feature development for the others. (Shopify, Jira)
- Created cohesive team of remote workers who never met in person. (Slack, MS Teams)

## Skills

*AI for text & Code*

ChatGPT via MS Copilot  
Claude Sonnet & Opus  
JetBrains' Junea AI

*Content Development & Management*

Online Marketing  
Event Photography  
Audio & Video Production  
Instagram, Facebook, X, LinkedIn

*Server & Website Management*

Database Development & Admin  
Ecommerce Management, Shopify  
HTML, CSS, JavaScript  
PHP, Ruby, C#, VB, SQL, ASP.NET  
WordPress, Drupal, Expression Engine  
Adobe Express, Photoshop  
Jira, Confluence, Basecamp  
Customer Service

**ASP.NET Developer / Database Developer** | Sept 2012 – Sept 2021

W.W. Norton & Company, Inc. | New York, NY

- Repaired database design and data, and wrote the missing documentation for royalties application. (T-SQL on Microsoft SQL Server)
- Created URL-shortener web-app with UI that progressively enhanced the on-screen options based on previous selections, for simple, in-house management of marketing URLs. (ASP.NET, T-SQL, Windows Server)
- Coded a page caching system during peak sales season that recovered main website from an active crash, turbo-charged site speed and produced consistent uptime thereafter. (ASP.NET, Windows Server, Ektron CMS)

**Web Developer & Audio Producer**, consulting | Jun 2010 – Aug 2012

EmagineEngine.com | Larchmont, NY

- Revitalized wine retailer's brand with new website with original photography, design and content. Helped bring new levels of community engagement and earned top-of-Google placement. (WordPress, PHP, Apache)
- Built Ecommerce sites for audio equipment and iPhone batteries. (WordPress, Jingshop WordPress cart, Apache)
- Audio Engineer for a series of recordings for the Japanese ESL market: provided studio and recorded and edited audio. (SoundForge Pro)

**Online Marketing Manager** | Aug 2008 – May 2010

Auzentech, Inc. | Santa Clara, CA (remote from Larchmont, NY)

- Built online sales funnel, including retail sites, self-hosted newsletter app, helpdesk, downloads page. (HTML, PHP, JS, Apache)
- Managed shopping carts. (Nexternal Cart, Jingshop WordPress cart)
- Increased customer engagement with forum, newsletters, press releases, social media posts, hero images, and Calls to Action. (WordPress, Drupal, HTML, PHP, JS)

**Web Developer**, consulting | Oct 2003 – Jul 2008

Self Employed | Boston, MA / Larchmont, NY

- Transformed audio retailer brochure website into marketing funnel by writing content, coding scripts to publish static content, and launching helpdesk. (PHP, HTML, CSS, JS)
- Increased productivity at carbon offsets nonprofit by migrating website to CMS and developing app to generate certificates for donors. (PHP, Expression Engine CMS, MySQL, CentOS Linux, Apache)
- Enabled full creative control over artist website with innovative UX for drag-and-drop positioning of images on a virtual gallery wall. (PHP, JS, HTML, CSS, Apache)