

Phillip Honstein

MFA

Content + Code
Creation & Management

1 (917) 259-1306

hey@Imagineer.pro

www.Emagineer.pro

[LinkedIn.com/in/phillip-in-ny](https://www.linkedin.com/in/phillip-in-ny)

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

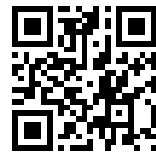
Udemy

Teaching English (TESOL)

Woodring College of Education @ WWU

Objective

Seeking a role where I can apply my hands-on experience in Web production: Web and social media content creation and management; site coding and server maintenance.



Experience

Electronic Media Manager | May 2025 – Present

Bronx Community College | Bronx, NY

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

Web Producer, independent | Apr 2023 – Present

ImagineEngine.com | Larchmont, NY

- **Designed and coded UX** to simulate in-theater viewing, for a short film series. (PHP, XML, Apache)
- **Designed cohesive brand for film website** including title, domain, logo, slogan, and content, and coded site.
- **Created brand for cantorial leader.** Conducted industry research and created domain, slogan, content, and launched “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 Code

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, C#, VB, SQL, ASP.NET

WordPress, Drupal, Expression Engine

Adobe Express, Photoshop

Jira, Confluence, Basecamp

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

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

- **Maintained and repaired publisher royalties application:** Repaired database design. Wrote the missing documentation. Imported sales data and generated check data and statements through multiple payment cycles. (T-SQL on Microsoft SQL Server)
- **Coded URL-shortener web-app** for in-house management of marketing URLs. (ASP.NET, T-SQL, Windows Server)
- **Coded textbook companion websites**, implementing the back-end to accompany the front-end design received from designers. (ASP.NET, T-SQL, Windows Server)
- **Coded site-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: **architected and launched 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)
- **Engineered audio for a series of recordings** for the Japanese ESL market: provided studio and recorded and edited audio. (Sound Forge Pro)

Online Marketing Manager | Aug 2008 – May 2010

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

- **Coded online sales funnel**, including retail sites, self-hosted newsletter app, helpdesk, downloads page. (HTML, PHP, JS, Apache)
- **Managed ecommerce 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:** wrote content, programmed scripts to publish static content, and customized the helpdesk. (PHP, HTML, CSS, JS)
- **Built CMS-driven website for a carbon-offsets retailer**, increasing their ability to maintain the site. (PHP, Expression Engine CMS, MySQL, Apache)
- **Coded a certificate-generation Web application**, replacing the time-consuming manual process. (PHP, MySQL, Apache)
- **Coded a solution for an artist to control image placement in an online web gallery** with innovative UX for drag-and-drop positioning on a virtual gallery wall. (PHP, JS, HTML, CSS, Apache)