

Phillip Honstein

MFA

Content + Code Creation & Management

1 (917) 259-1306

hey@Emagineer.pro

www.Emagineer.pro

[LinkedIn.com/in/emagineer](https://www.linkedin.com/in/emagineer)

Larchmont, New York

Skills

AI for text & Code

ChatGPT via MS Copilot

Claude Code

JetBrains' Junea AI

Content Development & Management

Online Marketing

Audio & Video Production

Photoshop, Adobe Express

Affinity by Canva

Social Media Management

Live Event Social Media

Instagram, Facebook, X, LinkedIn

Server & Website Management

Database Development & Admin

Ecommerce Management, Shopify

HTML, CSS, JavaScript, SEO, Git

PHP, C#, VB, SQL, ASP.NET

WordPress, Drupal, Expression Engine

Jira, Confluence, Basecamp

PhpStorm, RubyMine

VS Code, Visual Studio, Sublime Text

Office

Word, Excel

Objective

Designing, writing, coding, and managing of web content and technologies.



Experience

Electronic Media Manager | May 2025 – June 2026

Bronx Community College | Bronx, NY

- Planned and executed **social media campaigns** (e.g. Black History Month, Women's History Month, Commencement) across Instagram, Facebook, LinkedIn, and other platforms. Created content for hundreds of posts including captions, images, motion graphics, and videos and accompanying music for Posts, Reels and Stories.
- Provided **live and post-event social media coverage**, event photography and videography.
- **Developed 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.
- **Created web content** including banners, news articles, and curated social feeds using WordPress, Curator.io, Revolution Slider, and Foo Gallery; managed WordPress users and roles.
- **Trained 100+ staff members** on WordPress content editing, Media Library use, and WPBakery Page Builder.
- Applied **prompt engineering with generative AI tools** to accelerate content production and support editorial workflow.

Web Producer, independent | Apr 2023 – May 2025

EmagineEngine.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)

Certificates

IBM Tools for Data Science
IBM Data Science Methodology
IBM Databases & SQL for Data Science with Python
Coursera

Drupal Fast Start
Udemy

Education

MFA in Creative Writing
Emerson College

B.A in English
Western Washington University (WWU)

Teaching English (TESOL)
Woodring College of Education @ WWU

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

- **Architected & launched wine retailer 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 websites** for audio equipment and iPhone batteries. (WordPress, Jingoshop WordPress cart, Apache)
- **Audio engineer for a series of English Conversations** for the Japanese ESL market: recording, editing, and mastering. (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, Jingoshop 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)