

Josh Anderson

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Personal Website: <http://joshanderson.me>

I analyze and create systems that deliver the right content to the right audiences at the right times. Currently I am **looking for a new full-time job** in the Toronto area where I can continue to practice and develop my primary skills in content strategy, information architecture, and user experience.

EDUCATION

2020 (anticipated)

Master of Information

Concentration: Information Systems & Design

University of Toronto, Toronto, Ontario, Canada

2016

Bachelor of Arts, Professional Writing

Concentration: Digital & Technical Writing, Minor in Japanese

Michigan State University, East Lansing, Michigan, United States

WORK EXPERIENCE

Feb 2019—Present

SEO Specialist

Dealer Inspire, Naperville, Illinois, United States

- Responsible for monthly SEO and digital content strategies for 30+ clients
- Regularly conduct keyword research and site audits
- Meet with clients and account managers to understand needs and discuss strategies

Aug 2019—Feb 2020

Organizer

World Information Architecture Day 2020, Toronto, Ontario, Canada

- Led a team of 2 additional co-organizers and 15 volunteers
- Successfully put on an all-day event of 12 speakers talking about IA and UX topics
- Brought together a diverse, 90-person audience of professionals and grad students

Nov 2018—Feb 2019

Web Content Publisher

Launch Digital Marketing/Dealer Inspire, Naperville, Illinois, United States

Oct 2017—Nov 2018

Associate Web Content Publisher

Launch Digital Marketing/Dealer Inspire, Naperville, Illinois, United States

- Edited, published, and occasionally wrote web content for dozens of clients
- Used HTML/CSS and a variety of content management systems on a daily basis

Jul 2016—Jul 2017

Assistant Language Teacher

Japan Exchange and Teaching (JET) Programme, Yatsushiro, Kumamoto, Japan

- Taught English at five public schools in rural Japan
- Led a UX research and strategy project for the Kumamoto Association for Japan Exchange & Teaching website; resulted in 67% improved content findability

ADDITIONAL EXPERIENCE

- May 2016—Jul 2016 **Content Strategy/User Experience Intern**
Sundog, Fargo, North Dakota, United States
- Feb 2015—May 2016 **Communications Intern**
CREATE for STEM Institute, Michigan State University, East Lansing, Michigan,
United States
- May 2014—May 2016 **Writing Consultant**
Michigan State University Writing Center, East Lansing, Michigan, United States
- Apr 2015—Sep 2015 **Website Analysis and Content Intern**
Michigan State University Office of Student Affairs & Services, East Lansing,
Michigan, United States

PROFESSIONAL ACTIVITIES

- Apr 2019 **Speaker**, Information & Museum Studies Conference, Toronto, Canada
- Nov 2017 **Volunteer**, CanUX Conference, Ottawa, Canada
- Feb 2017 **Speaker**, World Information Architecture Day, Okinawa, Japan

VOLUNTEER ACTIVITIES

- Oct 2017—Aug 2018 **Content Strategist**
Brighter Children
- Sep 2017—Aug 2018 **English as a Second Language Tutor**
Literacy Volunteers Fox Valley
- Sep 2015—Nov 2015 **Japanese Teaching Volunteer**
MSU Japanese for Kids

SKILLS

Content strategy, information architecture, UX research and design, SEO, digital marketing, writing/editing, localization, accessibility, HTML/CSS, usability assessment, system analysis, metadata, data modeling and governance, Python, JavaScript, WordPress, Drupal, public speaking, leadership, Japanese, blockchain