

Adam Wasserman

adamwasserman@icloud.com | 973.495.6814 | www.wasserman.fyi | www.linkedin.com/in/ajwasserman

I'm a versatile digital producer and editor with extensive experience in web production, publishing and video. I'm passionate about new technology that expands the pipeline for compelling digital storytelling and developing brand identities. I'm obsessed with UX/UI and digital accessibility, and, with a background in journalism, am focused on killer copy, eye-catching video, rigorous research and an approachable expertise in the performing arts. I also have a deep knowledge of opera, tube amplifiers, sustainability and vintage lever espresso machines.

Employment

Opera News

Digital Editor | 2015-Present

- Delivered a wholesale redesign and replatforming of operanews.com (2.25 million annual pageviews), with a focus on UX/UI, accessibility of content, an emphasis on video, a responsive design and a completely rebuilt information architecture.
- Establish KPIs and monitor site analytics; optimize platforms and content through A/B testing
- Oversee ongoing email campaigns and newsletter deployments, with an average 10.2% clickthrough rate and an emphasis on subscription renewals.
- Produce/edit Zoom-based interview series, *Sight Lines*, generating 450K unique views since April 2020
- Co-produced/moderated live artist-interview series, *The Singers' Studio*; repackaged video for web, generating more than 250K+ views in 2019 alone.
- Manage development teams in maintenance of website's frontend, content management system, indexing and search functionalities, ad-serving software, subscription points-of-sale; test and publish site updates and improvements.
- Developed and launched iOS/Google Play apps, delivering bimonthly editions and push notifications to 25K+ digital-only subscribers.
- Spearheaded search-engine optimization of operanews.com, involving keyword-driven refinement of reader-facing content, metadata development, aggregation of evergreen content, and infrastructure, resulting in a 39% increase in organic traffic over four-month period in 2017-18; continued maintenance and adaptation of site metadata for editorial-driven SEO
- Manage and edit all content on operanews.com, including features, profiles, short-form content, breaking news, Q&As, video interviews and reviews, with an emphasis on accessibility, engagement, SEO and up-to-the-minute coverage of classical music.
- Create content calendar and manage social media assets; oversee deployment of daily content to multi-platform audiences of more than 300K+
- Engage with all phases of editorial process at North America's largest-circulation classical-music publication, including writing cover stories, long-form features and performance and recording reviews, commissioning articles, liaising with writers, top- and line-editing, fact checking, writing headlines, decks and captions, final proofing.
- Actively source new writing talent while collaborating with editors to advance voice of print and digital content, manage team of four junior editors, develop and oversee long- and short-term print and digital calendars.
- Collaborate with art and production departments to shape visual content, including infographics, photo galleries, illustrations and design.
- Liaise with board and committee members, keeping them apprised of metrics, content performance, digital trends and ongoing projects.
- Produced/edited short-form video series, *Take 5*, which generated 320K unique views from January 2015 through March 2020.
- Executive producer for the *16th Annual Opera News Awards* (2021), an all-virtual gala that fundraised

more than \$900K for the Metropolitan Opera Guild Education Department.

- Nominated for three ASCAP Deems Taylor Awards for Music Journalism; recipient of MPA's inaugural Imagination Award for Content.

Online Editor | 2008–2014

- Drove major expansion of website-specific content, including additional performance and recording reviews, Q&As, video interviews, profiles, blog posts breaking news and features.
- Assigned and edited thousands of articles; oversaw two junior editors in creating new rubrics and online-exclusive editorial.
- Directed wholesale redesign/relaunch of operanews.com, with custom CMS software, video, audio, and enhanced graphical and blogging features, resulting in a 275% increase of monthly unique visitors and 415% increase of time-on-site over 12 months.
- Produced and edited podcast series featuring opera's biggest stars.
- Implemented ad server with capacity for programmatic and remnant sales; automated monthly reports to publisher.

News and Web Editor | 2003–2008

- Wrote more than 5K news items, resulting in a 225% increase in monthly unique visitors in 2004.
- Automated uploading and indexing of more than 50 years of archival magazine content to website.
- Oversaw ongoing development of content-management system.
- Wrote and edited features, reviews, and columns for monthly print edition; penned weekly blog posts for website.

The School of Practical Philosophy

Digital Marketing Consultant (Freelance) | 2017-2021

- Development and ongoing management of a meticulously targeted digital-marketing strategy for a health/wellness nonprofit; deploy paid social and search campaigns with \$100+ ad buys annually, resulting in a nearly 400% enrollment increase from 2017 to 2021.
- Iterate on brand specifications and design style-guides to prepare seasonal marketing strategies and multi-platform creative through 2021.
- Contributed to a wholesale rebranding of vestigial creative, including graphics, logo, stylebook and advertising copy.
- Redesigned website with adherence to new brand specifications, emphasizing tone, UX/UI, accessibility and SEO, resulting in a nearly 200% increase in seasonal traffic in 2019.
- Oversaw implementation of multi-channel GA/GTM tracking methodology to generate attribution data relating to platform, demographics, geography, time-of-enrollment correlation with attendance and lifetime value. Created a lead generation strategy based on in-person events and ticket sales.
- Built dozens of automated email campaigns driving seasonal engagement from first touch through enrollment.

The Metropolitan Opera Guild (publisher of Opera News)

Web Editor | 2012–Present

- Regularly update content on website, with a focus on SEO, brand fidelity and user-friendly design.
- Work with development, IT and Tessitura application-support teams to upgrade and maintain several sites, ensuring unimpeded ticketing, subscription, and forum access for an annual audience of 110K+ visitors.
- Coordinate with development and programs team to deploy updates to ticketing and fundraising cart-paths for hundreds of events; develop multi-channel marketing campaigns promoting events and subscriptions across current audiences and via lead generation.
- Established brand guidelines; ongoing creation of graphics, visual branding, and advertising materials.
- Currently overseeing wholesale redesign and replatforming of metguild.org.
- Created RFPs and evaluated two dozen potential partner organizations for metguild.org and

operanews.com relaunches; instigated governing-board approval and project financing through successful capital campaign.

Freelance Writer/Contributor

2003-Current

- Regularly write feature articles, interviews and arts criticism for publications including *Billboard.com*, *Star Ledger*, *New Jersey Monthly*, *SundayArts* and *Playbill*.

Ruder Finn

Production Associate/Video Editor | 2002–2003

- Edited 100+ broadcast-quality PSAs, commercials, promotional reels.
- Produced motion-graphics, highlight and promotional reels for Fortune 500 companies.
- Coordinated logistics of primary and b-roll video shoots; cleared performance footage rights.
- Wrote and revised commercial scripts, promotional material, ad copy.
- Developed networked system for logging and trafficking of all footage and production elements.
- Managed team of assistants, conducted talent interviews.

Editorial Internships

Details magazine; *Mediabistro.com*; *Afropop Worldwide*; *WBGO*

Education

New York University

Bachelor of Arts Degrees in Journalism and Ethnomusicology | May 2003

Skills

- Deep grasp of web production and project management practices, including content audits, selection of CMS platforms, technical scoping, UI/UX designs, testing and site launch.
- Expertise with all major CMS platforms, including WordPress, Drupal, Sitecore, Episerver, and Umbraco
- Fluent in HTML, HTML5, CSS, javascript.
- Command of ad-management platforms, including Google Ads, Meta Ads, Revive Ad server.
- Specialization in audio, video and image-editing apps, including Final Cut X, Avid, Motion, Audacity, Logic Pro, ProTools, and Adobe CreativeCloud applications.
- Deep working knowledge of New York City's cultural scenes and arts communities, with expertise in the classical performing arts.
- Able to generate significant social-media and SEO-focused growth, as well as analytics-based content planning and marketing utilizing Google Analytics, Tag Manager and Data Studio, Parse.ly, Piwik, and Kissmetrics.
- Deadline-oriented writer capable of handling an array of styles, topics, formats and contexts.
- Judicious editor skilled in organizing, sharpening or rewriting copy with grammatical precision and attention to style.

Activities

- Member of New York Public Radio (WNYC & WQXR) Community Advisory Board, 2012-2019; former vice-chair, 2015-16 term.
- Amateur musician with formal studies in classical voice, guitar, viola da gamba, and tabla.
- Top-10% fundraiser in 2019 and 2020 for the Leukemia & Lymphoma Society's "Team in Training" NYC Marathon program; currently training for 2024 NYC Marathon.