

# TODD STERNISHA

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1745 Wilcox Avenue #213 • Los Angeles, CA 90028-5125 • 323-384-5545 • [todd@sternisha.com](mailto:todd@sternisha.com) • <http://sternisha.com/todd>

Dear Pam Mitchell,

I am writing to you to apply for the web editor position in Los Angeles. Having worked on both the creative and technical aspects of the paper's online offerings, I can play a leading role in expanding the outlets for our current forms of content, and help the staff use new technology and new media to cover stories.

To expand its relevance online, *LA Weekly* needs a web editor who can identify emerging trends and technologies in online publishing and social networking, and work with the editorial and development teams to determine which to use going forward. As someone with a long and ongoing interest in these fields, I have been writing online since 1992, using HTML and writing on the web since 1996, blogging since 1999, and using RSS since 2002. More recently, I was an early user of digg, Facebook, and Twitter, and initiated *LA Weekly's* early adoption of Google Analytics. I continue to explore new ways to connect with people and audiences using the growing assortment of mobile online tools available on the iPhone and similar devices.

As *LA Weekly's* Web/IT Support Technician for the last three years, I am familiar with the paper's people, processes, and product. I have good working relationships with our editors and our most demanding writers through my role in supporting the content management systems that run our paper's website and blogs. As the current web editor's primary technical contact, I field day-to-day issues with our existing web infrastructure, aid in publishing content not handled natively by our systems, and assist staff with the web editor's daily duties when he is absent or on vacation. I'm the standard resource when the staff needs help cleaning up, editing, or transcoding audio and video for use on the website.

I am an active patron of the local music, comedy, and art scenes, typically attending several shows per week. I contribute slideshows to the *Weekly's* site from these when the opportunity arises.

Please take a look at the enclosed materials and contact me if I can expand on anything contained therein. I look forward to helping to take *LA Weekly's* online offerings to the next level.

Yours,

Todd Sternisha

LA Weekly slideshows

<http://www.laweekly.com/music/slideshows/ladytron-hollywood-highland-927/863/>

<http://www.laweekly.com/art+books/slideshows/streichelzoo-new-art-show-by-heraklut/1225/>

<http://www.laweekly.com/art+books/slideshows/toys-and-hot-wheels-art-opening-at-gallery-1988/1207/>

LA Weekly calendar widget for iPhone (personal project)

<http://www.laweekly.com/go/>

My long-running blog personal blog

<http://sternisha.com/>

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## *Experience*

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### VILLAGE VOICE MEDIA / LA WEEKLY MEDIA

*Web/IT Support Technician, July 2005 to present*

I handle system administration and user support for *LA Weekly's* Joomla-based content management system, Deadline Hollywood Daily's WordPress system, and the Movable Type Enterprise system that powers the remainder of the weblogs published across the chain. Administration responsibilities include Apache webserver and MySQL database administration across a variety of UNIX-based systems, as well as installation, customization, troubleshooting, and upgrades of our various content management systems. User support comprises assistance with anything a writer or editor wants published, from basic HTML and advanced formatting to RSS feeds and audio/video encoding.

### DIMENSIONAL FUND ADVISORS, INC.

*Web Developer, June 2004 to July 2005*

I am engaged in the maintenance and daily updating of this investment company's public and client websites, including posting performance data and analysis, marketing materials, and academic research related to the investment process. Technologies include HTML, CSS, the Bricolage content management system, and advanced Acrobat portable document format (PDF) manipulation. The US version of the website is located at <http://www.dfaus.com/>.

### HIRECHECK, INC.

*Web Developer, October 2000 to October 2002*

At HireCheck, an applicant background-checking firm, I undertook a full redesign of their marketing website, implemented later designs received for both their main and sister-company websites, and aided in the redesign and development of their web-based ordering application, using a combination of HTML, CSS, JavaScript, ASP, ASP.Net, and VBScript, in addition to the standard complement of graphic design tools (Illustrator, Photoshop, Fireworks, etc.).

### APPLE COMPUTER, INC.

*Authorized Apple Product Representative, April 1995 to January 1996*

*Apple Student Representative, August 1995 to January 1996*

*Apple Retail Representative, August 1998 to May 2000*

I acted as a liaison for Apple to the retail resellers and the students, faculty, and bookstore staff of the campus resellers in northeast Ohio. Responsibilities included briefing and training sales staff and management, installing and troubleshooting in-store displays, making product recommendations, providing technical support, devising and implementing local marketing strategies, and representing Apple at in-store events.

### OCTOBER DESIGN

*Founder, Lead Designer, and Macintosh Specialist, April 1996 to August 1998*

I founded October Design as a consulting firm serving individual and small-business customers in the northeast Ohio area. Services included installation and troubleshooting of Macintosh and Windows-based hardware and software, advising upon and establishing Internet access, and providing print and web design.

### KENT INFORMATION TECHNOLOGY CENTER, LTD.

*Instructor, July 1996 to April 1997*

I provided instruction in mainstream software packages (Adobe Photoshop and PageMaker, CorelDraw and WordPerfect, FileMaker Pro, Microsoft Windows, Excel, and Word, Netscape Navigator, Quattro Pro, Quicken, QuickBooks, etc.) to business clients. Course and client experience levels ranged from double-click coaching to advanced applications training.

### TECHNOLOGY SERVICE SOLUTIONS

*Customer Support Engineer, January 1996 to April 1996*

With TSS, IBM's service division spin-off, I provided on-site service for residential, small-business and enterprise customers of IBM and other OEM equipment in the northeast Ohio area. Responsibilities included system installation, problem determination, parts replacement, and maintaining positive customer relations under adverse conditions.

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## *Education*

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KENT STATE UNIVERSITY

*Bachelor of Business Administration, with a concentration in Computer Information Systems, August 2000*

LAKELAND COMMUNITY COLLEGE

*Information Systems, 1994 to 1996*

*General Manager, WTLS, Lakeland Radio, 1995*

CASE WESTERN RESERVE UNIVERSITY

*Computer Science, 1993 to 1994*

*Member, AMERICAN MENSA, LTD.*

## *skills*

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- Excellent writing, editing, and oral communication skills, including familiarity with *The Chicago Manual of Style*, *The AP Stylebook*, and *Garner's Modern American Usage*
- Extensive experience with content-management systems such as Movable Type, WordPress, TypePad, Joomla, Bricolage, Greymatter, Blogger and Manila, including content migration between systems
- Proficiency in photo, video, and audio editing tools, including current versions of Photoshop, Lightroom, Aperture, iPhoto, Final Cut Pro, iMovie, QuickTime Pro, Handbrake, Soundtrack Pro and Soundbooth
- Proficiency in Dreamweaver CS3; inclined to hand-code in BBEdit
- Fluency in HTML through XHTML 1.1 and CSS 2, and basic proficiency in PHP and MySQL
- Admin-level proficiency with all Mac OS versions from System 6 to Mac OS X Leopard, and all Windows versions from 95 to Vista Business
- Excels at working under high pressure and tight deadlines