

# Joe Reisigl

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## Programming Experience

**Atlanta magazine custom pages** Mar. 2017 – Present  
*Web developer* Atlanta, Georgia

- Design interactive, user-friendly, and visually appealing webpages using HTML5, CSS3, and JavaScript/jQuery
- Build for longform features and the website's highest traffic pages such as 75 Best Restaurants and Top Doctors
- 75 Best Restaurants after redesign: 400% longer time on page, 17,000 more shares, 75,000 pageviews in one month

**Ebb — Evaluate. Breathe. Begin.** Aug. 2016 – Dec. 2016  
*Lead programmer, student, iOS app* University of Georgia

- Coded and designed an Apple Watch and iPhone app that checks for a spike in a user's heart rate and suggests anxiety-reducing exercises to calm the user
- Self-taught Swift and coded Ebb with no prior knowledge of the language
- Launched app on App Store, built app website, and presented Ebb at the class's Atlanta showcase

**Changing Shion's life** Dec. 2016 – Sept. 2018  
*Lead programmer, freelance, iOS app* University of Georgia

- Customized Ebb to program Apple Watch and iPad app that aids a Japanese professor's research of physically disabled students. App uses Apple Watch to monitor heart rate in real-time and uses iPad to display heart rate information and video record student's actions during class.
- Featured in picture book about how the app changed a student's life
- Featured in several academic communication channels at department and university levels

## Digital Experience

**Atlanta magazine** Mar. 2017 – Present  
*Digital producer* Atlanta, Georgia

- Re-adapt print articles for online, write engaging, SEO-optimized headlines using WordPress CMS
- Manage Facebook, Twitter, and Instagram accounts, posting content with witty verbiage at peak engagement times to increase reach and click-through rates
- Monitor website and social media performance with Google Analytics, Facebook Insights, and more to hit monthly goals, find patterns in content performance, and readjust digital plan
- Rebrand newsletters and assist in website redesign
- Write articles for online, including one of the magazine's most-read articles of all time
- Compose and send weekly editorial newsletters in Hubspot

## Education

**The University of Georgia** Dec. 2016  
*Bachelor of Arts in Journalism* GPA: 3.99

Certificate: New Media Technology

## Related Coursework

- New Media Capstone
- New Media Production
- Coding for Interactive Online Media

## Languages

- HTML5
- CSS3
- JavaScript
- jQuery
- Java
- Swift

## Software/IDE

- WordPress
- Xcode
- Microsoft Excel
- Microsoft Word
- Adobe Photoshop
- Adobe InDesign
- Google Analytics
- Buffer
- Hootsuite
- HubSpot