

# Josh Willard

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## Education

### **McMaster University**

Hamilton, Ontario

**Master of Arts:** Communication and New Media – August 2011 Graduate  
*Major Research Paper:* Questionable Coverage: Canadian Online News Media and the Representation of the Oil Sands

*Areas of Study:* New Media Arts: Theory & Practice, Communications Research Methods, Canadian Reality Television & Product Placement, Media & Social Issues, Technologies of Communication

**Honours BA:** Communication Studies & Multimedia - 2010 Graduate

### **École Secondaire Northern Secondary School**

Sturgeon Falls, Ontario

Ontario Secondary School Diploma - 2006 Graduate

## Work Experience

### **Marking Assistant - Communication Studies and Multimedia**

**January 2011 – May 2011**

McMaster University, Hamilton Ontario

*Communication Studies 2BB3: Dr. Christine Quail*

- Graded weekly blog entries relating to celebrities and celebrity culture
- Marked and calculated midterm and exam grades for 96 students
- Managed an online course management system

### **Multi-Media Analyst – Corporate Communications**

**Summer 2010**

Talisman Energy Inc., Calgary Alberta

- Wrote effective communication strategies and plans
- Assisted with media relations tasks
- Met internal client communication needs and assisted in graphic design
- Researched and recommended ways of improving use of social media, internal intranets and external websites
- Organized large-scale employee event for the Calgary Stampede
- Attended weekly meetings with industry professionals and monthly global video conference calls
- Assisted with ongoing communications projects and daily tasks
- Created external print advertisements for newspapers and magazines for employee recruitment

**Teaching Assistant - Communication Studies and Multimedia  
September 2008 – December 2010**

McMaster University, Hamilton Ontario

*Multimedia 1A03: Dr. Stefan Sinclair – Sept. 2010 – Dec. 2010*

*Multimedia 1B03: Dr. Andrew Mactavish – Jan. 2010 – May 2010*

*Multimedia 1A03: Dr. Stefan Sinclair – Sept. 2009 – Dec. 2009*

*Multimedia 1B03: Dr. Lori Shyba – Jan. 2009 – May 2009*

*Multimedia 1A03: Dr. Lori Shyba – Sept. 2008 – Dec. 2008*

- Instructed approximately 50 students on a weekly basis
- Held weekly office hours for student support
- Graded assignments and exams
- Prepared weekly lesson plans
- Managed and edited online course management systems
- Attended various meetings and lectures

**CSMM Assistant - Communication Studies and Multimedia  
May 2009 – May 2010**

McMaster University, Hamilton Ontario

- Designed and maintained Communication Studies and Multimedia website
- Created print and web media
- Assisted with student course selection and registration via online portals
- Completed various office tasks

**Web Developer - Financial Services  
Summer 2008**

McMaster University, Hamilton Ontario

- Created and maintained several websites for Data Control
- Completed cheque requisitions and office paperwork
- Completed office tasks such as organizing files and photocopying

**Community Advisor - Les Prince Hall Residence  
August 2007 - May 2008**

McMaster University, Hamilton Ontario

- Maintained and developed an excellent learning environment that enhanced personal growth for students
- Ran and organized programs that were based on needs of students
- Assisted students with social, personal and academic concerns
- Assisted the House Program Advisor and the House Community Advisor
- Worked with co-workers to solve and handle various situations

## Scholarly Activities

### **Publications**

- Willard, Josh and Spong, Daryl and Esposto, Daniel. "Synchronization". *The European Media Art Festival, Osnabrueck, Germany* (2009)
- Art Editor, *TEXT Technology: The Journal of Computer Text Processing*, Volumes 15 and 16 (2009)

### **Invited Lectures**

- Willard, Josh and Spong, Daryl. "Jakob Nielsen & Usability Engineering". *Introduction to Digital Media for the Humanities*, McMaster University (2008)

### **Presentations**

- Willard, Josh and Spong, Daryl. "Drum Table". *Communication Studies and Multimedia FRESH Symposium* (2010)
- Willard, Josh. "Melted: Melting Magnets to Death". *Communication Studies and Multimedia FRESH Symposium* (2009)

### **Sample Papers (Not Peer Reviewed)**

- "I'ma Vote Obamaway": American Hip-Hop Artists and the Lyrical Support of a Hip-Hop President (2010)
- Controlling Communication: Implementing (and Banning) Internet Technology and Mobile Devices in the Republic of Cuba (2010)
- Hindering Creativity: The Production and Circulation of Player-Generated Content (2009)

## Volunteer Experience

### **Communication and New Media Graduate Representative September 2010 – April 2011**

- Attended various faculty and departmental meetings
- Voiced student concerns to department coordinators

### **Mark's Music Picks December 2010**

- Designed and implemented a Wordpress website capable of handling weekly blog posts, automatic Twitter and subscription updates to generate Google AdSense revenue

**Revolution Wear Fashion Show  
February 2010**

- Assisted Executive Committee with advertising
- Created various posters and postcards to increase event exposure
- Provided input and creative ideas for promoting the fashion show

**A Conversation with Michael Ignatieff  
January 2010**

- Helped organize a talk by Liberal Party of Canada Leader Michael Ignatieff
- Assisted in advertising through poster campaigns and Facebook events

**McMaster University International Student Services/MacAbroad  
November 2009**

- Provided photography work, photography editing and distribution of photos for annual holiday event

**Vice-President (Students) CSMM Student Society  
August 2009 – May 2010**

- Represented the Communication Studies and Multimedia student body
- Organized events, parties and fundraisers
- Delegated projects to committee members
- Attended various departmental and faculty meetings

**Environment Hamilton & Eat Local Hamilton  
July 2009**

- Designed print media and promotional material for community events

**Creating Leadership Among Youth  
March 2009**

- Designed posters and tickets for fundraising events

**West Nipissing Hockey Development Program  
June 2008 – June 2010**

- Designed, maintained and edited website and information

**Big Oak Tent and Trailer Park  
October 2006 – October 2007**

- Designed, maintained and edited website

## **Bates Hall Floor Level Inter-Residence Council September 2006 - May 2007**

- Organized events and activities for students of Bates Hall at McMaster University
- Attended weekly meetings

## **Bates Hall Room Host September 2006 - May 2007**

- Led residence tours for perspective students at McMaster University
- Answered various questions for prospective students and parents

## Grants & Scholarships

- McMaster University Graduate Scholarship (2010)
- McMaster University Reise Family Bursary (2009)
- McMaster University Geraldine Loretta Cosford Bursary (2008)
- McMaster University Entrance Scholarship (2006)
- Northern Secondary School Environmental Bursary (2006)
- West Nipissing Legion Branch 23 Bursary (2006)

## Awards & Honours

- 2009 – 2010 Dean's Honours List
- Communication Studies and Multimedia FRESH Symposium Award
- Bates Hall Room Host Recognition Award
- Ontario Secondary School Diploma
- Ontario Scholar Award

## Technical Skills

- Ability to write HTML and understand CSS
- Experience with social media monitoring tools, SEO, and social media networks
- Exceptional experience with Adobe Photoshop, Dreamweaver, and Illustrator
- Knowledgeable in Macintosh and Windows Operating Systems
- Experience with DSLR photography and use of digital video cameras
- Knowledgeable in Microsoft Office and Apple iWork
- Very knowledgeable with Apple Aperture, iLife, and Final Cut Pro
- Exceptional experience designing and building websites

## Additional Skills

- Ability to speak and understand French
- Excellent interpersonal and communication skills
- Excellent time management and organizational skills
- Ability to work independently