

# Johanna M. Hoadley

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## Summary

Product, project and staff manager with extensive experience in online and mobile platforms and a passion for social media and community interactivity. I thrive on leading product strategy and implementation, with a focus on problem solving, intuitive user experience and results.

## Technical Skills

{both Mac & PC platforms}

- HTML & CSS
- Adobe Photoshop
- Blogging platforms
- InDesign
- Microsoft Project, Word, Excel, Power Point
- PageMaker & QuarkXPress
- Dreamweaver
- FTP software
- Fundamental understanding of JavaScript, PHP, MySQL

## Job Experience

**2012-present:** Founder & Blogger, Hikerly.com, San Francisco, CA

- Write, edit and blog about hiking in the Bay Area & beyond; built on Wordpress

**2011-2012:** Product Director, Livestand from Yahoo!, Sunnyvale, CA

- Provided editorial oversight and content direction for Yahoo!'s living magazine app for iPad
- Worked with Yahoo! & third-party publishers, engineering, design & QA staff on building tools and features to transform articles, photos and videos into rich, interactive experiences
- Managed "In Livestand" product blog, social media outreach and external documentation
- Product success story: Launched more than 230 titles on Livestand in first 4 months

**2011:** Senior Product Manager, Mobile & Social, Hearst Corp. & SFGate.com

**2008-2011:** Senior Project Manager & Social Media Product Manager, SFGate.com

- Led social media and mobile product development and strategy for Hearst newspapers
- Product & project managed the newspaper group's first tablet app, SF Chronicle for iPad; launched May 2011, the app is a cross-country, multi-team in-house development effort
- Provided guidance & trained staff on social media best practices & mobile content creation
- Oversaw project management process and staff at SFGate.com
- Product success story: Revamp of SFGate.com article commenting with strategic new features cut reported abuse by 40% and led to record comment contributions

**2008:** Senior Project Manager, Bay Area News Group, San Ramon, CA

**2005-2008:** Senior Producer, MercuryNews.com and SiliconValley.com, San Jose, CA

- Managed and led large-scale online projects, from concept to implementation
- Facilitated and encouraged convergence efforts, bringing print expertise to online
- Researched and developed new online features, both in-house and with third parties
- Developed workflow processes & efficiencies for best use of staff and financial resources
- As senior producer, oversaw producer staff and handled day-to-day site management

**1997-2005:** Managing Producer/Acting Editor-in-Chief, cleveland.com, Cleveland, OH

- Managed editorial staff and content of Northeast Ohio's award-winning news and information Web site, affiliated with The Plain Dealer
- Worked with tech staff, design dept. & corporate office on technology and site design
- Developed and expanded interactive elements, including audio chats and e-newsletters
- Moderated Travel Forum as "TravelGal"; wrote the "Not-So-Handy Homeowner" blog
- Former positions at cleveland.com (1997-1999): Interactive Producer, Entertainment and Living Producer, Asst. News Producer, Editorial Assistant & Entertainment Intern

**Fall 2004:** Adjunct Professor of "Design for Cyber Media," Kent State University, School of Journalism and Mass Communication, Kent, OH

**1996:** General Assignment Reporting Intern, Scripps Howard News Service, Washington, D.C

**1994-1997:** Publications Assistant, Ohio University Financial Aid Office, Athens, OH

**1993-1996:** Reporter & Copy Editor, The Post (Ohio University's independent student newspaper), Athens, OH

## Education

**1993-1997:** Ohio University, Scripps School of Journalism, Athens, OH

- B.S., Journalism / Minor, Environmental Science
- Journalism g.p.a. 4.0 / Cumulative g.p.a. 3.92