
Adam Overa

Writer, Editor, Manager & Consultant

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SUMMARY

Experienced professional writer, editor, and content manager, now looking to take on new projects after nearly a decade at one publication. I formerly worked at the biggest digital publisher in technology, where I spent the past five years as Managing Editor of Tom's Hardware, the world's largest PC enthusiast website. I specialize in scaling operations, monetizing content, and managing international teams.

EXPERIENCE

Hallman Digital Media LLC - Gainesville, FL

Managing Member (January 2018 - Current)

- Started Hallman Digital Media LLC, a Florida-based digital publishing, management, and consultancy firm.
- Launched GraveDecay.com, a niche website focused on the horror genre spanning all mediums.

Purch - New York City, NY

Managing Editor, Tom's Hardware (January 2013 - December 2017)

- Oversaw editorial operations, developed content strategy, coordinated worldwide coverage with our four international bureaus, and set standards for awards, testing, and layout.
- Managed a team of nearly three dozen remote freelance contractors, from writers & editors, to translators & page setters.
- Scaled a staff of writer/editors into specialized beat editors, each with a small team of freelance writers.
- Doubled the publishing schedule & increased the number of product reviews sixfold.
- Leveraged existing licensed award structure as a product review scoring system to increase licensing revenue.
- Increased production efficiency by standardizing specifications in order to reuse existing data for future comparisons.
- Dramatically increased affiliate revenue by incorporating relevant product links at key action points in our standard article formats.
- Dedicated a freelance writer to creating deals content on a daily basis.
- Quadrupled the number of evergreen best picks-style articles, and launched dozens of service-oriented reference articles and SEO-optimized landing pages.

- Created a cross-platform mobile benchmarking suite, assembled a team of freelance writers to review smartphones & tablets, and hired a staff editor to lead the mobile coverage team.
- Brought our benchmark software development in-house & created an automated Windows 10 benchmark suite.
- Launched & verified a number of our brand's social media profiles and automated the posting of editorial links to all major social media channels with customized mentions & hashtags.

Co-Managing Editor, Tom's IT Pro (December 2014 - May 2016)

- Merged the editorial staff of Tom's Hardware & Tom's IT Pro.
- Leveraged my deep knowledge of our shared CMS to enhance the general presentation of IT Pro using templates & widgets designed for Hardware.
- Transferred all enterprise-grade product reviews from Hardware to IT Pro, and continued to use Hardware's social media channels to promote that content.
- Increased the number of internal content links and introduced affiliate & referral links.

Bestofmedia Group LLC - Los Angeles, CA

Contributing Editor, Tom's Hardware (May 2012 - January 2013)

- Continued to author feature-length articles on software topics and began doing layouts & editing the work of other writers for the reviews section on Tom's Hardware.
- Designed the benchmark charts that appear in every product review.

Content Strategy Consultant (February 2012 - August 2012)

- Created source-based traffic reports to determine which social networks & content aggregators had the most impact.

Contributing Writer, Tom's IT Pro (October 2011 - January 2012)

- Wrote articles focusing on mobile computing for field service technicians & IT purchasing managers in the logistics industry.

Contributing Writer, Tom's Hardware (May 2009 - May 2012)

- Penned numerous feature-length articles on various software topics including operating systems, PC games, productivity software, and web browsers.

SKILLS

Affiliate Revenue, Blogging, Community Management, Content Management, English (native), Social Media, SEO, Spanish (limited), Technical Editing, Technical Writing, User Interface Design

Specific Tools & Technologies

Adobe Illustrator, Adobe Omniture, Amazon Associates, Android, AutoHotKey, Basecamp, Bash, Brightcove, Buffer, CSS, dlv.it, eBay Partners Network, Facebook Business, G Suite, GIMP, GitHub, Google AdSense, Google Analytics, Google Trends, HTML, IFTTT, iOS, Jira, Joomla, LibreOffice, Linux, MacOS, Microsoft Office, Ooyala, Parse.ly, Powershell, Sharepoint, Twitter, Windows, Wordpress, Workep, XiTi, Zapier