
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 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 LLC, a Florida-based content management, web design, and digital strategy firm.
- Launched GraveDecay.com, a niche affiliate marketing website focused on the horror genre.

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

TOOLS & TECHNOLOGIES

Adobe Illustrator, Adobe Omniture, Amazon Associates, Android, AutoHotKey, Basecamp, Bash, Brightcove, Buffer, CSS, dlvt.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

CURRICULUM VITAE

- **5/21/2009** - *Desktop Linux For The Windows Power User*
<http://www.tomshardware.com/reviews/ubuntu-linux-guide.2293.html>
- **9/15/2009** - *Tom's Definitive Linux Software Roundup: Internet Apps*
<http://www.tomshardware.com/reviews/linux-internet-application.2407.html>
- **10/07/2009** - *How To: Windows XP Mode In...Ubuntu Linux?*
<http://www.tomshardware.com/reviews/xp-mode-ubuntu.2434.html>
- **10/19/2009** - *Tom's Definitive Linux Software Roundup: Communications Apps*
<http://www.tomshardware.com/reviews/ubuntu-linux-communications.2431.html>
- **10/29/2009** - *Distro Release: Ubuntu 9.10 Now Available*
<http://www.tomshardware.com/news/linux-ubuntu-bsd-unix.8954.html>
- **12/03/2009** - *Ubuntu 9.10: The Karmic Koala Benchmarked And Reviewed*
<http://www.tomshardware.com/reviews/ubuntu-karmic-koala.2484.html>
- **3/04/2010** - *Web Browser Grand Prix: The Top Five, Tested And Ranked*
<http://www.tomshardware.com/reviews/firefox-chrome-opera.2558.html>
- **4/29/2010** - *Tom's Definitive Linux Software Roundup: Office Applications*
<http://www.tomshardware.com/reviews/linux-open-office-lotus-symphony.2565.html>
- **5/26/2010** - *Ubuntu 10.04 LTS: Lucid Lynx Benchmarked And Reviewed*
<http://www.tomshardware.com/reviews/ubuntu-10.04-lucid-lynx.2634.html>
- **7/13/2010** - *Web Browser Grand Prix 2: The Top 5 Tested And Ranked*
<http://www.tomshardware.com/reviews/opera-10.60-internet-explorer-9-safari-5.2680.html>
- **7/21/2010** - *Web Browser Grand Prix 2: Running The Linux Circuit*
<http://www.tomshardware.com/reviews/opera-chrome-firefox.2689.html>
- **10/28/2010** - *Ubuntu 10.10: Maverick Meerkat Benchmarked And Reviewed*
<http://www.tomshardware.com/reviews/ubuntu-10-maverick-meerkat-linux.2774.html>
- **12/01/2010** - *Tom's Definitive Linux Software Roundup: Image Apps*
<http://www.tomshardware.com/reviews/image-software-linux-gimp.2801.html>
- **2/16/2011** - *Tom's Definitive Linux Software Roundup: Audio Apps*
<http://www.tomshardware.com/reviews/ubuntu-linux-audio-software.2856.html>
- **3/01/2011** - *Tom's Definitive Linux Software Roundup: Audio Production*
<http://www.tomshardware.com/reviews/audio-production-software-linux-ubuntu.2860.html>
- **3/20/2011** - *Web Browser Grand Prix 3: IE9 Enters The Race*
<http://www.tomshardware.com/reviews/internet-explorer-9-chrome-10-opera-11.2897.html>
- **4/03/2011** - *Web Browser Grand Prix 4: Firefox 4 Goes Final*
<http://www.tomshardware.com/reviews/firefox-4-internet-explorer-9-chrome-10.2909.html>
- **6/09/2011** - *Ubuntu 11.04 (Natty Narwhal), Reviewed In Depth*
<http://www.tomshardware.com/reviews/ubuntu-11.04-natty-narwhal.2943.html>
- **7/06/2011** - *Web Browser Grand Prix 5: Opera 11.50, Firefox 5, And Chrome 12*
<http://www.tomshardware.com/reviews/opera-firefox-chrome.2976.html>
- **8/28/2011** - *Web Browser Grand Prix VI: Firefox 6, Chrome 13, Mac OS X Lion*
<http://www.tomshardware.com/reviews/web-browser-performance-standard-html5.3013.html>
- **9/29/2011** - *Web Browser Grand Prix 7: Firefox 7, Chrome 14, Opera 11.51*
<http://www.tomshardware.com/reviews/firefox-7-web-browser.3037.html>
- **1/05/2012** - *Web Browser Grand Prix VIII: Chrome 16, Firefox 9, And Mac OS X*
<http://www.tomshardware.com/reviews/macbook-air-chrome-16-firefox-9-benchmark.3108.html>
- **1/19/2012** - *Fujitsu LIFEBOOK T580 Review - Specs & Pricing*
http://www.tomsitpro.com/articles/fujitsu_lifebook_t580-tablet_pc-convertable_tablet-multi-touch-core_i5.2-239.html
- **2/12/2012** - *Ubuntu 11.10 Review: Benchmarked Against Windows 7*
<http://www.tomshardware.com/reviews/ubuntu-oneiric-ocelot-benchmark-review.3121.html>
- **2/20/2012** - *Web Browser Grand Prix 9: Chrome 17, Firefox 10, And Ubuntu*
<http://www.tomshardware.com/reviews/chrome-17-firefox-10-ubuntu.3129.html>
- **3/19/2012** - *Fedora 16 And GNOME Shell: Tested And Reviewed*
<http://www.tomshardware.com/reviews/fedora-16-gnome-3-review.3155.html>

- **4/17/2012** - Web Browser Grand Prix: Chrome 18, Firefox 11, Windows XP
<http://www.tomshardware.com/reviews/windows-xp-web-browser-performance.3167.html>
- **4/19/2012** - Defender 410, A Sweet Star Wars: The Old Republic Case Mod
<http://www.tomshardware.com/picturestory/590-phantom-410-star-wars-case-mod.html>
- **4/23/2012** - Join Tom's Hardware On Pinterest!
<http://www.tomshardware.com/news/toms-hardware-pinterest-invites-pictures.15422.html>
- **6/12/2012** - Tom's Hardware's Top 40 Steampunk Computer Mods From Pinterest
<http://www.tomshardware.com/picturestory/596-steampunk-pc-mod.html>
- **7/04/2012** - Web Browser Grand Prix: Chrome 20, Opera 12, Firefox 13
<http://www.tomshardware.com/reviews/windows-7-chrome-20-firefox-13-opera-12.3228.html>
- **9/06/2012** - Web Browser Grand Prix: Firefox 15, Safari 6, OS X Mountain Lion
<http://www.tomshardware.com/reviews/firefox-15-safari-6-web-browser.3287.html>
- **9/24/2012** - RoboHornet: The Next Big Thing In Browser Benchmarking
<http://www.tomshardware.com/reviews/robohornet-web-browser-performance.3303.html>
- **10/02/2012** - RoboHornet Pro: Microsoft Snubs Google, Mozilla Concur!
<http://www.tomshardware.com/reviews/robohornet-pro-ie10-web-browser.3307.html>
- **10/18/2012** - Which Browser Should You Be Running On Your iPad And iPhone?
<http://www.tomshardware.com/reviews/ios-web-browser-safari.3326.html>
- **10/29/2012** - The Definitive Windows 8 Review And User Guide
<http://www.tomshardware.com/reviews/windows-8-review.3334.html>
- **11/03/2012** - Windows 8: Clarifying Codecs, Compiling, And Compatibility
<http://www.tomshardware.com/reviews/windows-8-dvd-playback-app-compatibility.3341.html>
- **11/18/2012** - Which Web Browser Is Best Under Windows 8?
<http://www.tomshardware.com/reviews/internet-explorer-10-chrome-23-windows-8.3349.html>
- **11/29/2012** - Which Web Browser Should You Run On Your Android Device?
<http://www.tomshardware.com/reviews/android-web-browser-recommendation.3316.html>
- **3/13/2013** - Web Browser Grand Prix: Chrome 25, Firefox 19, And IE10
<http://www.tomshardware.com/reviews/web-browser-chrome-25-firefox-19.3459.html>
- **6/30/2013** - Chrome 27, Firefox 22, IE10, And Opera Next, Benchmarked
<http://www.tomshardware.com/reviews/chrome-27-firefox-21-opera-next.3534.html>
- **9/20/2013** - Apple iPhone 5c Poor Value
<http://www.tomshardware.com/reviews/iphone-5c-bad-value-analysis.3619.html>
- **12/01/2013** - Your Top Picks: Tom's Hardware Forums' Q4 2013 BestConfigs
<http://www.tomshardware.com/reviews/bestconfigs-forum-builds.3692.html>
- **12/01/2017** - Vote Now For The 2017 Tom's Hardware Community Choice Awards
<http://www.tomshardware.com/reviews/2017-community-choice-awards-ballot.5354.html>
- **1/1/2017 - Current** - All "admin" posts on GraveDecay.com
<https://www.gravedecay.com/author/admin/>