

ADAM OVERA

DIGITAL CONTENT SPECIALIST & EXPERT ANALYST

RESUME

SKILLS

- Copywriting & Editing
- Planning & Coordination
- Staff Leadership & Supervision
- Digital Content Management
- Strategic Vision
- Troubleshooting
- Community Relations
- Policy Drafting
- Preparing Templates
- Delegating Assignments
- Creating Page Layouts
- Remote Work

SOFTWARE

- Microsoft Office & Google Docs
- Google Analytics, Omniture, XITI
- WordPress, SharePoint, Joomla
- Asana, Basecamp, GitHub, Jira
- Brightcove & Ooyala
- Buffer, Dlv.it, HootSuite, Parse.ly
- GIMP & Adobe Illustrator
- IFTTT & Zapier
- Skype & Zoom
- HTML & CSS

REFERENCES

REDACTED

CONTACT

REDACTED

PROFILE

Professional Managing Editor with a decade of experience working for a successful mainstream digital publication. Specializes in monetizing content, managing remote teams, and scaling operations.

EXPERIENCE

LEAD DESIGNER & PRINCIPAL CONSULTANT

Hallman Digital LLC | Jan 2018 - Current

Started a web design, content management, and digital strategy firm. Launched a niche affiliate-based collectibles website built with WordPress & WooCommerce.

MANAGING EDITOR, TOM'S HARDWARE

Purch/TechMediaNetwork/Bestofmedia Group | Jan 2013 - Dec 2017

Oversaw editorial operations, style guide compliance, and product testing. Remotely managed a team of over 30 freelance contributors & staff members spread across multiple continents. Published updates to the website via custom Joomla-based CMS. Coordinated with Community, Creative, Marketing, Product, Revenue, and other stakeholders to achieve prescribed deliverable milestones.

CONTRIBUTING EDITOR, TOM'S HARDWARE

Bestofmedia Group | Aug 2012 - Jan 2013

Prepared, rewrote, and edited pieces to improve readability and impact. Devised attention-grabbing headlines and summaries for articles. Reviewed articles for grammar, spelling, punctuation, syntax, accuracy, and compliance with quality standards.

CONTENT STRATEGIST

Bestofmedia Group | Feb 2012 - Aug 2012

Collected traffic source data using Google Analytics to optimize social content marketing strategies. Tracked key metrics and developed spreadsheet dashboards.

CONTRIBUTING WRITER

Bestofmedia Group | May 2009 - Feb 2012

Authored highly trafficked features on subjects such as Operating Systems, Web Browsers, and other software. Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free content.

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CURRICULUM VITAE

RECURRING SERIES

- [Web Browser Grand Prix](#)
- [Linux Desktop Reviews](#)
- [Linux Software Roundup](#)

EXCLUSIVES

- [Thunderbird Mobile](#) (Reporter)
- [Robohornet](#) (Writer)
- [Amazon Phone SoC](#) (Editor)
- [Cylinder Mac Pro CPU](#) (Editor)
- [APC/Schneider Electric](#) (Editor)

REACTION & REACH

- Cited in [TIME](#), [IBT](#), [Chron](#), [ZDNet](#), [ExtremeTech](#), [OSNews](#), and more
- Followed by [Google](#) & [Mozilla](#)
- 2x Reddit Front Page
- 8x Slashdot Front Page
- Cover Endorsement for 'Upgrading and Repairing PCs'
- Required Reading for 'SMT 123' at SUNY Empire State College

EVERGREEN LAUNCHES

- [Best PC Builds](#)
- [Best PC Cases](#)
- [Best CPU Coolers](#)
- [Best Memory](#)
- [Best Monitors](#)
- [Best Motherboards](#)
- [Best PSUs](#)
- [Best VPNs](#)
- 10+ How We Tests
- 10+ Basics/101 Guides

CONTACT

REDACTED

TOM'S HARDWARE

Purch/TechMediaNetwork/Bestofmedia Group | May 2009 - Dec 2017

[Apple iPhone 5c Poor Value](#)
[Chrome 27, Firefox 22, IE10, And Opera Next, Benchmarked](#)
[Web Browser Grand Prix: Chrome 25, Firefox 19, And IE10](#)
[Which Web Browser Should You Run On Your Android Device?](#)
[Which Web Browser Is Best Under Windows 8?](#)
[Windows 8: Clarifying Codecs, Compiling, And Compatibility.](#)
[The Definitive Windows 8 Review And User Guide](#)
[Which Browser Should You Be Running On Your iPad And iPhone?](#)
[RoboHornet Pro: Microsoft Snubs Google, Mozilla Concurs!](#)
[RoboHornet: The Next Big Thing In Browser Benchmarking](#)
[Web Browser Grand Prix: Firefox 15, Safari 6, OS X Mountain Lion](#)
[Web Browser Grand Prix: Chrome 20, Opera 12, Firefox 13](#)
[Tom's Hardware's Top 40 Steampunk Computer Mods From Pinterest](#)
[Defender 410, A Sweet Star Wars: The Old Republic Case Mod](#)
[Web Browser Grand Prix: Chrome 18, Firefox 11, Windows XP](#)
[Fedora 16 And GNOME Shell: Tested And Reviewed](#)
[Web Browser Grand Prix 9: Chrome 17, Firefox 10, And Ubuntu](#)
[Ubuntu 11.10 Review: Benchmarked Against Windows 7](#)
[Web Browser Grand Prix VIII: Chrome 16, Firefox 9, And Mac OS X](#)
[Web Browser Grand Prix 7: Firefox 7, Chrome 14, Opera 11.51](#)
[Web Browser Grand Prix VI: Firefox 6, Chrome 13, Mac OS X Lion](#)
[Web Browser Grand Prix 5: Opera 11.50, Firefox 5, And Chrome 12](#)
[Ubuntu 11.04 \(Natty Narwhal\), Reviewed In Depth](#)
[Web Browser Grand Prix 4: Firefox 4 Goes Final](#)
[Web Browser Grand Prix 3: IE9 Enters The Race](#)
[Tom's Definitive Linux Software Roundup: Audio Production](#)
[Tom's Definitive Linux Software Roundup: Audio Apps](#)
[Tom's Definitive Linux Software Roundup: Image Apps](#)
[Ubuntu 10.10: Maverick Meerkat Benchmarked And Reviewed](#)
[Web Browser Grand Prix 2: Running The Linux Circuit](#)
[Web Browser Grand Prix 2: The Top 5 Tested And Ranked](#)
[Ubuntu 10.04 LTS: Lucid Lynx Benchmarked And Reviewed](#)
[Tom's Definitive Linux Software Roundup: Office Applications](#)
[Web Browser Grand Prix: The Top Five, Tested And Ranked](#)
[Ubuntu 9.10: The Karmic Koala Benchmarked And Reviewed](#)
[Distro Release: Ubuntu 9.10 Now Available](#)
[Tom's Definitive Linux Software Roundup: Communications Apps](#)
[How To: Windows XP Mode In...Ubuntu Linux?](#)
[Tom's Definitive Linux Software Roundup: Internet Apps](#)
[Desktop Linux For The Windows Power User](#)

TOM'S IT PRO

Bestofmedia Group | Oct 2011 - May 2016

[Fujitsu LIFEBOOK T580 Review](#) (No Longer Online)

MAHALO

Mahalo | Nov 2008 - Jun 2009

[Final Fantasy XII Walkthrough](#) (No Longer Online)
[Fast Company Profile](#) (No Longer Online)