

Phil Rose

34 St. Marks Place #3

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Housing Works

2004-present

Communications Coordinator

Develop and manage web sites and online communication.

- Manage internet-related components of Campaign to End AIDS
 - o Selected technology provider (CTSG/Kintera) and led c2ea.org design, development and launch
 - o Lead ongoing management of site
 - Manage site maintenance and updating, working with content authors, photographers, web designers, field operations personnel and national administrative staff
 - Act as primary liaison between Kintera developers and campaign
 - Using Kintera technology, design and implement content management, fundraising, tell-a-friend, and walk-a-thon-type community building tools
- Edit and produce weekly Housing Works e-newsletter, a respected publication read by members of Congress and health officials and lobbyists in NY, Washington and throughout the country.
 - o Work with journalists and other writers in hybrid EiC/ME role
 - o Manage Movable Type content management system and Groundspring email distribution
 - o Researched and acquired technologies for content management and email distribution
- During last election cycle, developed and managed AIDSVote.org web site and mass emailing

Independent

2001-2004

Videographer

- Editor, Electra Elf 3, directed by Nick Zedd
- Produced video for King Missile III's multimedia presentation "The Fish is Not Meant to Symbolize", part of HERE's curated series The American Living Room 2002
- Produced 20-minute video profile of spoken word artist Celena Glenn
- Shot, edited and crewed on commercial, narrative and documentary projects

Clickradio

1999-2001

Director, Product Design

When Clickradio closed in October 2001, it was a leading digital radio network, with 47 stations, over 300,000 listeners, licensing deals with three major labels, and distribution on every Gateway home PC. The Clickradio product combined client and server apps, a database of information and compressed encrypted audio delivery.

- Led product design, including client application and server delivery process
 - o Defined strategies to meet product requirements and wrote detailed product design specs
 - o Worked closely with software development and QA and acted as liaison between development and the rest of the company, including senior management and the music programming team
 - o Coordinated with external customer support company
 - o Worked with CEO to prioritize product requirements and bugs
- Designed server ad traffic, music programming and librarian tools comparable to standalones
- Until staff was added, also acted as Product Manager and QA Manager
- As part of early team, was part of decisions in marketing, legal and music programming

Music Programmer

Conceived and programmed the Click Lounge, an eclectic radio station with downtempo, electronic, singer/songwriter and alternative hip hop content in Clickradio's digital network.

- Developed the identity and format of the station, including non-musical content such as station IDs
- Defined all music programming, including weekly chart updates
- Established licensing relationships with independent record labels

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Independent

1996-1999

Editor/Writer

- Was Contributing Editor for distance learning trade pub *Corporate Universities International*, doing research, interviewing industry leaders, and writing articles each month on deadline and to size
- Edited and wrote web content and marketing copy for clients including Citibank and GTE
- Compiled and edited a resource directory for the New York new media community

Computer Reseller News

1995-1996

Senior Technical Editor

- Led launch of internal testing lab to do comparative features based on internally conducted testing
- Led technical and editorial aspects of expansion and redesign of Reviews into Test Center section
- Acted as editor of the Test Center section, assigning, editing and positioning stories, selecting Editors' Choices and writing overview articles, and working with art and production departments

Independent

1988-1995

Editor/Writer; Entrepreneur

- As *Computer Shopper* Contributing Editor, 1992 - 1994, wrote numerous reviews and features
- Freelanced for *Internet World*, *PC/Computing*, *PC Sources* and *Computer Reseller News*
- Wrote a substantial part of the original Microsoft Press Computer Dictionary
- Wrote landmark 1989 PC Magazine cover story profiling the Apple Mac user interface
- Designed, edited and published quarterly 32-page political newsletter
- Founded and ran tech consulting and sales firm specializing in green PC products

Computer Reseller News

1989-1991

Technology Editor; Reviews Editor

Led non-news-related technology coverage for the PC industry's top weekly publication.

- Improved technical content and accuracy in publication primarily known for its reporting
- Launched and edited flagship Reviews section; establishing partnerships with outside testing labs
- On senior editorial decision-making team, with sign off on lead pages, providing technical expertise
- Edited sections, selecting, assigning, editing and positioning stories
- Edited and wrote hundreds of articles and two regular columns
- Chaired and spoke on conference panels

PC Magazine

1986-1989

Project Leader, PC Labs

On the five-person team that launched the PC Labs (now the ZD Labs) at *PC Magazine*, developing test methodologies, designing and writing test suites and writing reports of results.

- Led testing for many comparative review projects including two annual printer blockbuster issues
- Wrote feature articles and product reviews
- Represented publication at all major trade shows and monthly regional editorial events

Information Builders

1984-1986

Quality Assurance Manager

Part of seven-person team that launched PC division of Information Builders, maker of FOCUS, one of the first tools that let end users interact directly with mainframe databases, a predecessor of SQL and data mining.

- Designed and ran QA test program and oversaw beta testing
- Acted as liaison with manufacturers to port to different MS-DOS platforms