

# William Paul Wentzell

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## Objective

To obtain a web developer or creative position that will challenge me to effectively utilize my strong communication, teamwork and design skills

## Experience

Web Content Administrator: *Teaching and Learning Exploratory* [Jan. 2013 – Present]  
Ann Arbor, MI

Builds the UI for a digital archive containing videos and other digital records of teaching and learning practice. Leads a team of interns to design web systems and user interfaces. Coordinates with development teams to implement complex web systems comprised of interactive tools for teaching and learning. Drafts web content, education modules, acquisitions materials and other user resources to assist users of the archive in connecting with valuable records.

Graduate Student Instructor: *UM School of Information* [Sep. 2012 – Dec. 2012]  
Ann Arbor, MI

Facilitated instruction of course material in a masters-level introductory Python programming course by developing supplementary lesson plans for small student sections. Provided extracurricular help for specific code issues for individual students. Worked with team of other graduate instructors to implement a consistent grading rubric.

Database & Project Intern: *Nassau County Photo Archives* [May. 2011 – Aug. 2011]  
Old Bethpage, NY

Coordinated with staff photographers to produce efficient workflow for imaging museum artifacts. Consulted with museum staff for preservation of negatives and prints. Designed and implemented a complex relational database for museum artifacts using open source software.

Sales & Marketing Executive: *Genesis Technologies* [Aug. 2009 – Mar. 2010]  
Austin, TX

Published timely company press releases, growing company's social network and web-based marketing fronts and increasing conversions. Designed and executed mixed-mode (web, phone and email) direct marketing campaigns targeting 401(c)3 non-profits, increasing company profits by upwards of 20 percent.

Marketing & SEO Assistant: *Ticket City* [Jul. 2008 – Feb. 2009]  
Austin, TX

Crafted and published timely copy and photographs for company website, increasing company visibility in Google search results. Optimized company search visibility by securing backlink sponsorships from major sites such as LyricsFreak.com and Sbnation.com. Other duties included ROI monitoring. Edited and proofed web pages, growing company's affiliate program and fulfilling wholesale ticket orders.

## Software:

Mac, Windows, Linux OS  
MS Office Suite  
Google Docs  
Visual Studio  
Adobe Photoshop  
Adobe Illustrator  
Adobe Dreamweaver  
Adobe InDesign  
Adobe Lightroom  
Inkscape  
File Maker Pro  
OmniPage OCR  
Peachtree Accounting  
Omnigraffle  
Balsamiq  
DROID  
JHOVE  
EMET

## Technical:

HTML5  
CSS3  
PHP  
MySQL  
NoSQL  
Bootstrap UI  
Amazium UI  
Python  
Javascript  
PREMIS and MIX metadata schemas (XML)

## Other Experience

Owner: *Paul Wentzell Photography* [Jun. 2007 – Present]  
Everywhere

Captures memorable, lasting photographs of couples, singles and children at weddings, soirées and clambakes.

President: *Ella Jo Baker Graduate Cooperative* [Aug. 2011 – Apr. 2012]  
Ann Arbor, MI

Conducted house tours for prospective members and facilitated member meetings and orientations for current house members. Served as liaison to the Inter-Cooperative Council, and as an adviser and counselor to elected house officers to minimize conflict and improve member relations within our household.

Substitute Teacher: *Victoria I.S.D.* [Aug. 2010 – Dec. 2010]  
Victoria, TX

Leader of classroom instruction and technology training based on the curriculum set forth by the Victoria Independent School District. Long-term instruction (3 months) of Pre-K and early childhood students, instilling writing and early arithmetic skills.

Circulation Volunteer: *Victoria Public Library* [Apr. 2010 – Sept. 2010]  
Victoria, TX

Project manager of an extensive yearbook restoration project that saw to completion the cataloging and restoration of all regional yearbooks housed at the library. Other duties included materials check-in, shelving, labeling and book repair.

Associate Photo Editor & Reporter: *The Daily Texan* [Jun. 2005 – Dec. 2007]  
Austin, TX

Interviewed and photographed public figures, politicians and local citizens of the Austin, Texas community to craft professional journalistic stories and features for the leading student newspaper in Texas. My work has been featured in *The New York Times*, *University Wire*, *Deseret News* and the *Victoria Advocate*.

## Skills

Project management; Data administration; Web development; User experience design; Search engine optimization (SEO); Employee and officer training; Metadata authoring and parsing; Database design; Direct marketing and sales; Advanced photography and digital imaging methods; Offset lithography pre-press; Document and artifact accessioning and processing; Book repair and conservation; Negative and print scanning; OCR software training; Classroom instruction; Child supervision.

## Education

### ***University of Michigan: Ann Arbor, MI***

M.S., Information, 2012

Archives and Records Management, Preservation of Information

### ***University of Texas: Austin, TX***

B.A., English, 2007

B.J., Photojournalism, 2007

Minor, Italian, 2007

### ***University of Dallas: Rome, Italy***

Latin in Rome, 2002