

# Christopher DeWan

CREATING CONTENT AND STRATEGIES  
FOR NEW AND EMERGING MEDIA

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## EXPERIENCE IN

### Web & Interactive:

*Content strategy and creation*  
*Web production / project management*  
*User experience design*  
*Social media*

### Art & Teaching:

*Writing and blogging*  
*Teaching / guest lecturing*  
*Creativity coaching*  
*Editing, dramaturgy, and publishing*

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## WEB & INTERACTIVE EXPERIENCE

### Printer's Devils. Principal Strategist, New Media (New York / Los Angeles: 2010 - Present)

Creating smart strategies and content for new media. Recent work includes:

- **Game development** for Universal Pictures, Buick, Disney
- **Social media campaigns** for Sotheby's Institute of Art, Trust Metrics, Authors Guild
- **Story consulting** for an in-development animation property
- **Grant selection** for the Doris Duke Charitable Trust
- **E-publishing** for Electric Literature
- **Web redesign strategies** for Coachella

Ongoing consulting strategist for [Heavenspot Digital Creative Agency](#), [Davis Elen Advertising](#), [SnapDragon Consultants Social Media](#).

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### Digital Pulp. Senior Interactive Producer / Information Architect (New York: 2008 - 2010)

Senior producer and strategist at leading interactive agency. Responsible for information architecture, user experience, interactive strategy, technical writing, and project management. State Street Global Markets, ShoreBank, Emerson College, *Poets & Writers*, others. Also led DP's social media strategies and initiatives.

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### Art21, Inc. Manager of Digital Media and Strategy. (New York: 2008)

Developing new media strategies for Emmy- and Peabody-winning TV series *Art21*, to increase knowledge of contemporary art, ignite discussion, and inspire creative thinking. Extensive use of social networking, blogging, and online video.

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### Interactive Factory. Web Producer (Boston: 2005 - 2007)

Producer with industry-leading interactive agency, specializing in world-class data-driven websites for publishers (Oxford University Press, O'Reilly), higher ed (MIT, Columbia, Harvard), and mission-based organizations (the Ford Foundation, the Carr Foundation, the World Bank).

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### Theatre Communications Group. Web Director. (New York: 2002 - 2005)

Director of TCG's web department and web editor of *American Theater* magazine, maintaining the website for the national organization for American theatre, known for conferences, publications and grantmaking programs. The website includes online periodicals, a bookstore, event registration, and various research tools and applications.

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### Walt Disney Company. Creative Producer. (Los Angeles: 1999 - 2000)

Developed and maintained 22 sites under Disney.com and GO.com, including projects for Disney Publishing, Disney Animation, and Disney Brand Management.

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## ART & TEACHING EXPERIENCE

### California State Summer School of the Arts. Creative Writing Faculty. (Valencia, CA: 2012 - Present)

One of four faculty members in the CSSSA Creative Writing Program, offering highly personalized and interactive workshops for young writers.

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### Printer's Devils / Writer's Church. Writing Coach. (Los Angeles: 2010 - Present)

Creativity resources for writers, including intensive workshops during **Script Frenzy** and **National Novel Writing Month**, and an ongoing blog.

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### School of Visual Arts. Guest Lecturer. (New York: 2010)

Lectures on "Dynamic Advertising" -- marketing with new media -- for the SVA Graphic Design & Advertising Department.

Also guest lectured on "Writing for the Internet" at **Emerson College** and **Sotheby's Institute of Art**.

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### *Electric Literature*. Advisor. (New York: 2009 - Present)

Consultant to *Electric Literature*, a journal that uses new media and innovative distribution to publish great contemporary short fiction.

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### *3 Blind Elephants*. Founder / Editor. (New York: 2009)

Editor of *3 Blind Elephants*, a new media journal specializing in new short literary fiction, in web and ebook formats.

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### *The Urban Sherpa*. Creator / Writer. (New York: 2003 - Present)

Creator of the ongoing online journal *The Urban Sherpa*, and author of numerous essays and stories on media, culture, and contemporary life.

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### Edge of the World Theater Festival. Founding Director. (Los Angeles: 1999 - 2002)

Founding director and board member of EdgeFest, Los Angeles' only theatre fringe festival, producing over two hundred shows and special events across fifty venues. Co-founder and moderator of Big Cheap Theatre, a loose organization of L.A.'s small theatres.

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### Theatre of NOTE. Art Board. (Los Angeles: 1999 - 2002)

Co-artistic/managing director of Hollywood's Theatre of NOTE from 1999-2002. Producer, director, resident dramaturg. Author of several plays, including *Clyt at Home* (nominated "Best Play" in Los Angeles for 2001). Consulting dramaturg at Center Theatre Group / Mark Taper Forum, ASK Theater Projects, etc.

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### Pasadena City College. English Faculty. (Los Angeles: 1999 - 2002)

English faculty, teaching critical thinking and writing.

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### Mt. San Antonio College. English Faculty. (Los Angeles: 1999 - 2000)

English faculty, teaching freshman composition.

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### Freelance Writer and Editor.

Including fiction, poetry, plays, features, reviews, online content, technical writing, and proofing and editing. Short fiction including "Rapunzel's Tangles," "An American Dream," "Stella of the Angels," "Blog of the Last Man on Earth," and "Fucking Hillary Clinton." Author of several screenplays and stageplays: *StRanger*, *Scherzo*, *Clyt at Home*, *The Man Who Looked for the World in a Fortune Cookie (and Found It)*. Samples available on request.

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## EDUCATION

**Cornell University**, Ithaca, NY. BA: Philosophy / Theatre Arts

**California Institute of the Arts**, Valencia, CA. MFA: Critical Studies / Theatre

**The New School**, New York, NY. Coursework in Media Studies, Philosophy.

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