

Joan Concilio

(they/them or she/her)

*Project manager. Systems thinker. Web developer.
Accessibility advocate. Writing and editing professional.
Data analyst. Organized as all get-out.*

Penn State College of Medicine Multimedia (Web Content/Design) Specialist

Feb. 2015 - Present

- Manage and create accessible content and design for both research and education missions of the College of Medicine using WordPress and Liferay platforms with advanced custom development
- Manage projects to redesign and relaunch dozens of websites to modernize, centralize publication, and meet WCAG accessibility requirements; develop standardized, time-saving workflows for continued updates and maintenance
- Serve as liaison between College and other teams, including Marketing and Communications, various IT groups, Development and senior leadership
- Serve as a key point of contact for various program areas on communications needs and strategies, communicating with stakeholders at all levels
- Train staff across the organization on best practices related to accessibility, mobile-responsiveness, data management and other key topics
- Help develop oversight and policy protocols for digital solutions to ensure compliance with accessibility and other legal and regulatory requirements
- Serve on University and campus committees for diversity, equity and inclusion, including subcommittee of the Select Penn State Presidential Commission on Racism, Bias and Community Safety focusing on completing a full DEI inventory, as well as numerous task forces on accessibility and LGBTQIA+ issues (co-leader, College of Medicine Disability Affinity Group and College of Medicine Sexual and Gender Minority Affinity Group)
- Develop and manage central campus news and events platform
- Manage centralization of email newsletters across the College of Medicine onto a central platform for cost savings, increased compliance and better integration with other systems
- Speak externally on behalf of the organization on accessibility and diversity-related issues
- Serve as project manager for the launch and ongoing development of University-level websites related to clinical research and research networking

York (Pa.) Daily Record / Sunday News

Innovation Editor

Sept. 1999 - Feb. 2015

- Managed efforts across the newsroom to update the company's flagship site, www.ydr.com, as well as a family of more than 7 other key sites, as well as a network of related mobile apps and social-media/commenting platforms
- Developed workflows for writing, editing and publishing material (staff-produced, freelancer-produced and community-submitted) across print and digital platforms
- Served as community liaison, speaking to local groups on how to share their news
- Edited staff reporter and correspondent writing for style and content

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EDUCATION

MPS, Homeland Security - Public Health Preparedness, Penn State, 2019

4.0 GPA

BS, Mathematics, York College of Pa., 2002; minors in philosophy and Spanish

Summa cum laude (4.0 GPA); member, Alpha Chi honors fraternity; Winner, Cayce Co. Senior Math Award for reading and research in mathematics

SKILLS

- HTML and CSS
- WCAG/Section 508 accessibility web design and development
- Project management
- Data analysis
- Email marketing
- Workflow design
- Writing and editing
- Adobe Creative Suite
- Microsoft Office
- SEO best practices
- Associated Press style
- Various email/CRM tools
- Various content management systems
- Various analytics platforms
- Media relations
- Customer service

REFERENCES

References available upon request.

- Served as project implementation team co-lead for installation of new content-management system
- Served as key data analyst for many award-winning large-scale investigative journalism projects
- Supervised staff of up to five full-timers and dozens of part-timers/freelancers
- Managed departmental operational and capital budgets
- Previously served in a number of other roles (reporter, content editor, layout editor/designer, community editor, etc.)

Technical Penguins, LLC

Co-Owner

Sept. 2017 - Present

- Co-own and operate a full-service web design, development, content and support company
- Work with Chief Technical Officer to provide contracted support to small, mid-sized and large organizations across the country
- Serve as primary business-acquisition and customer relationship coordinator
- Before incorporating under this name, worked in freelance web development and support since 1999

Pengins For Everyone

Co-Founder

Dec. 2015 - Present

- Co-created and continue to manage a 501(c)(3)-registered charitable organization devoted to giving stuffed penguins (or, as we say, “pengins”) away to those who might benefit from a small pick-me-up
- Helped to create front- and back-end management infrastructure that handled an influx of 20,000 requests in the span of a few days when the project went viral
- Successfully have given away more than 1,000 stuffed animals, with approximately 200 more on hand to be sent, raising more than \$6,000 in donor funding through social-media campaigning

Man Vs. Debt, LLC

Writer, Editor and Manager

Sept. 2011 - June 2014

- Wrote weekly blog posts and edited all other contributors’ posts, optimizing for SEO and revenue streams and developing standardized team workflow
- Handled all social-media accounts for brand and niche products
- Served as facilitator, project manager and community coordinator for six-week You Vs. Debt course through multiple sessions each year
- Provided technical support to company owners and customers
- Acted as customer-service manager and coordinator for a network of products, including You Vs. Debt, Sell Your Crap, and the “I’m Fine, Thanks” documentary
- Grew contact list by 50 percent and created online resources and newsletter-based content products to drive list signups

AWARDS

- Outstanding Research Staff Member, Penn State College of Medicine, 2021
- Harrell Health Sciences Library READ Award in support of diversity in academic medicine, 2020
- Best poster, World Association for Disaster and Emergency Medicine 2019 Annual Conference, A Mixed-Methods Analysis of the Spatial and Temporal Relationship between Boko Haram Activity and Lassa Fever Incidence in Nigeria 2017-2018
- Second-degree black belt, Dover Dragons Tae Kwon Do, 2017
- Best education mobile website, MobileWebAward, 2016
- First place, best feature writing, Keystone Press Awards, 2016, Lassa fever in York County
- First place, best blog, Keystone Press Awards, 2013, Only in York County (www.yorkblog.com/onlyyork); also second place, 2011 and 2012
- First place, community service, Keystone Press Awards, 2011 and 2012, “Ask Joan” reader-mailbag marketing campaign
- Newspaper Excellence in Cyberspace 2009, 2010 and 2011 awards, ydr.com
- SABEW “Best in Business Enterprise 2004,” Pennsylvania AP Managing Editors “Best Business Writing 2005” and Keystone Press Awards 2004 first-place business/consumer story, all for “Shopping Around/ Convenience at a Cost”

SPEAKING

- **Dump the Documents: Examples of a “no file downloads” approach to accessibility**
Accessing Higher Ground (Association on Higher Education And Disability conference) Nov. 15 to 19, 2021
- **Good data in, great results out**
Pure International Conference Oct. 31, 2018
- **[Picture of woman hunched over keyboard, typing furiously]: Case studies in implementing accessibility for difficult content**
WPCampus
Jan. 30, 2018

Also numerous University and College-level presentations on accessibility and diversity