



DANIEL SIERADSKI

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EXPERIENCE

Jan. 1999–Present

Self-Employed
Self Agency, LLC | Syracuse, NY

The Self Agency, LLC is one-man digital agency specializing in web design, online marketing and new media production for nonprofits and small businesses. Services include: Digital strategy and visioning; Online marketing strategy; Content strategy; Social media marketing; Niche marketing; Web design and development; Print design and typesetting; Technology training; Video production and editing; Video livestreaming; Podcasting; Event photography; Copywriting and editing; Public relations; and PC/Mac maintenance and repair.

Aug. 2009–Nov. 2011

Director of Digital Strategy
Repair the World | New York, NY

Online marketing, fundraising and movement building for startup philanthropic foundation promoting volunteerism to North American youth. Designed, produced and maintained multiple digital properties and campaigns targeting various idiosyncratic constituencies; Developed digital outreach strategies for over a dozen grantee-partner organizations; Managed a team of three digital content producers and multiple vendor relationships; Served as an organizational ambassador and public speaker at youth and volunteerism conferences nationally and internationally.

Jul. 2007–Jul. 2009

Director of Digital Media
JTA News | New York, NY

Digital strategy, content production, online marketing/fundraising, and IT administration for an international newswire servicing over 100 local community newspapers. Worked directly with editors, reporters, photographers and artists to produce digital news packages on tight deadlines; Developed and maintained agency's web and mobile properties, video news division, and social media assets; Developed digital archive making public 100 years worth of newswire content; Managed a team of two and maintained multiple vendor relationships.

Sep. 2006–Present

Designer
Habitus: A Diaspora Journal | Brooklyn, NY

Art direction, layout, design and pre-press packaging of twice-yearly produced literary journal.

Dec. 2002–Jul. 2007

Publisher & Editor-in-Chief
Jewschool.com

Founding publisher, editor-in-chief, designer and chief correspondent of award-winning Jewish community and Israel-related issues blog.

Jun. 2000–Feb. 2004

Webmaster
The JCC in Manhattan | New York, NY

Designed, developed and maintained web properties for community center servicing hundreds of thousands of constituents on New York's Upper West Side. Developed content management and constituent relationship management solutions to maintain seasonal program catalog and facilitate online registration; Developed and deployed online marketing strategies for over a dozen departments, including original web content promoting upcoming events; Served as auxiliary graphic designer, creating institutional marketing materials and signage.

Mar. 1999–Present

Freelance Writer & Public Speaker

Journalist and commentator on Jewish community and Israel-related issues contributing to various publications, including JTA, The Forward, The Jewish Week, The Jerusalem Post, Haaretz, Jewcy.com, Jewschool, Jewsweek, Shma Journal, Lifestyles, and Paper Magazine. Have presented at two dozen conferences on new media activism, citizen journalism, volunteer engagement and Jewish communal issues.

EDUCATION

Fall 1998–Winter 1998

SUNY New Paltz
New Paltz, NY

Ineligible for financial aid due to family's credit history. Got a head start on my career instead.

Class of 1998

New Milford High School
New Milford, NJ

SKILLS

Writing & Editing; Microsoft Office; Page Layout & Typesetting; Adobe Creative Suite (Indesign, Photoshop, etc.); Photography; Video Production & Editing (iMovie, Premier, Final Cut); Video Streaming (Livestream, UStream); Audio Production & Editing; Podcasting; Web Design; HTML 5 & CSS 3; Basic Javascript, PHP & MySQL; Wordpress (Administration, custom theme development & training); CPanel, Plesk and Linux Server Administration; Online Fundraising/CRM (Salsa, NationBuilder); Social Media Marketing; Search Engine Optimization; Mac OS X, Windows & Linux.

AWARDS

2010, The Forward 50; 2010, Presentense NYC Fellowship; 2008, New York Jewish Week 36 Under 36; 2007, ROI Community Grant; 2005: Dorot Foundation Grant; 2004, Dorot Fellowship in Israel.