

## <Summary>

I am a creative and driven professional with extensive experience in marketing, social media, community management, technology the arts and education. Poised for an opportunity to take a leadership role where I can have the flexibility to develop and execute innovative and creative ideas.

## <Experience>

**Jewish Community Center of Staten Island, Staten Island, NY, 10312 (2008– Present)**

**Webmaster (2010 – Present)**

- <http://sijcc.org>
- <http://camp.sijcc.org/>

**Web design, architecture, graphics and content management for the JCC main and sub domain sites, social media channels, community partners, departments and special events.**

- Grant recipient of the UJA Federation's Digital Capacity Grant
- Designed websites that reaches over 10500 visitors per month; created landing pages for multiple on-site fundraising events; on-going content creation for websites - text, video, graphics and photography.
- Created logos and brand identity for multiple JCC websites and affiliates.
- Developed and executed the content strategy and editorial calendar for all social media channels.
- Social media monitoring, response and reporting on activity related to our brand and user experience.
- Partnered with team participants to create and facilitate online fundraising and currently part of a team to investigate and identify e-commerce solutions for membership and other payments.
- Review and analyze Google Analytics; decide on direction of web, e-communication and social media strategies.
- Developed and executed SEO and SEM strategies that increased natural traffic.
- Achieved top placement in Google for targeted departments and programs
- Worked effectively and efficiently under tight deadlines.
- Created and implemented weekly e-mail blasts that reaches over 7, 850 members and non-members per week. Used Google Analytics to determine optimum time to send e-blasts out to members, open rate increased by 15%.
- Created brochures, flyers as needed and created animated PPT presentations for high profile agency presentations.
- Developed new branded websites
- Created and initiated plan with outside agency for re-marketing and search campaigns that developed key strategies and helped develop leads that boosted our online brand awareness and sales.
- Developed effective online strategies for fundraising events and online donations.
- Currently working with consultants on integrating Hubspot into our marketing ecosystem.

**Director of Arts & Culture/Adult Programming (2008 – 2009)**

- Committee leader for Art at the J Gallery Committee on curating local artist exhibit and exhibitions from the Israeli Consulate.
- Secured COAHSI arts in education grants and UJA grant for youth group community programs.
- Developed arts and music summer camp
- Responsible for Fall & Spring Film Series, Jewish Film Festival, Sunday Cinemas at the JCC, and participation in the SI Film Festival that served over 1000 participants.
- Partnered with community agencies in area of Cultural Arts & Adult Programming
- Balanced Arts & culture program budget that was integrated into the overall agency budget

**NetLab Inc., Staten Island, NY, 10312 (2010 –2015)**

**CEO**

**Startup Online Marketing and Tech Company.**

- Developed websites and marketing strategies for small businesses and startups.
- Founded Startup Staten Island Tech Meetup Community with 191 members. Startup Staten Island's mission is to first bring together a community of like minded people who want to help foster the Staten Island Startup and Tech ecosystem and increase economic opportunity by transforming our community into a local hub for innovation and entrepreneurship.
- Interview with James Oddo: <https://www.youtube.com/watch?v=Q8vA4ghiGIE>
- Staten Island Advance articles:  
[http://www.silive.com/news/index.ssf/2014/04/staten\\_island\\_bp\\_james\\_oddo\\_wa.html](http://www.silive.com/news/index.ssf/2014/04/staten_island_bp_james_oddo_wa.html)  
[http://www.silive.com/opinion/index.ssf/2014/10/post\\_8.html](http://www.silive.com/opinion/index.ssf/2014/10/post_8.html)  
[http://www.silive.com/news/index.ssf/2014/08/will\\_a\\_new\\_coworking\\_space\\_ope.html](http://www.silive.com/news/index.ssf/2014/08/will_a_new_coworking_space_ope.html)
- GoBizNYC/SI Business Trends:  
<http://www.gobiznyc.org/starting-up-staten-island-tech>

**Snug Harbor Cultural Center & Botanical Gardens, Staten Island, NY, 10301 (2006 – 2008)**

**Education Coordinator**

**Managed staff of educational consultants, teaching artists and on-site educators**

- Created and managed arts in education programs that reached over 50,000 adults, children and families.
- Facilitated award winning arts in education programs for PS1 and PS11
- Balanced program budgets for all onsite and offsite educational programs
- Managed the entire 83 acre facility as needed on the weekends and evenings
- Developed Snug Harbor historical tour script and trained tour guides for site tours, programs and site interpretation
- Created arts and education curriculum for programs that were implemented in multiple Staten Island schools
- Created professional development programs for teachers and administrators regarding the integration of the arts into school curriculum and standards
- Created curriculum and support materials for instructors and artists-in-residence
- Supervised and trained instructors & tour guides on how to implement program curriculum both on and off site
- Created flyers and brochures for education programs that were sent to schools and the public.

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**New York Times/Renner Brown, Edison, NJ, 08820 (2004 – 2006)**

### **Color Print Analyst/ Quality Assurance**

Worked on presses daily to ensure that the delivery of printing product was on time and that the color quality on the Goss Colorliner presses was meeting New York Times and industry standards

- Partnered with production department on "continuous improvement" in printing and color management through analysis of newspaper products color photos, color ads and ink and water values
- Assisted with data collection and analysis, and was involved in quality improvement projects that initiated changes to help improve printing process that helped enhance the organizations bottom line
- Color matching proofs against final photos and advertisements

**NYC Department of Education, Brooklyn, NY (1999 – 2004)**

### **Fine Arts Teacher-JHS50, PS132 and JHS258**

Government Agency; 10,001+ employees; Education Management industry

(5 years)

- Managed all school based arts activities and coordinated project planning and implementation with school leaders.
- Helped students on portfolio development for evaluations and student placement into top Art High Schools in New York City.
- Partnered with teachers to help create a school art curriculum that met all NYC/State standards in the arts and core subjects.
- Implemented new New York City arts in education blueprint created by the NYCDOE.
- Communicated routinely with parents providing student performance information to effectively support student progress.
- Created and implemented arts curriculum for after school arts activities

**ICP, Staten Island, NY, 10305**

### **Graphics and Web Design (1997 – 1999)**

Privately Held; 51-200 employees; Information Technology and Services industry

(2 years)

- Created graphics and architecture for business websites
- Designed websites for multiple companies□
- Project management□
- Reviewed, edited and qualified data for inclusion in the final web site.

**Freelance Projects (1999 – 2010)**

### **Private Commission Portrait Painting(1999-Present)**

- Professional, traditional and digital portrait painting for clients including Danny Aiello, Raymond Serra, Joe Franklin and Frank Scorsese.
- Extensive Photoshop experience, including: manipulation, color correction and photo restoration.
- Wide format digital printing using large format Epson and HP Printers.

### **<Education>**

#### **Touro College**

#### **MS, Instructional Technology**

2009 – 2010

#### **School of Visual Arts**

#### **BFA, Illustration**

1991 – 1995

### **<Grant Awards>**

- **2012 COAHSI Premier Grant** \$2,000, for “App and Snap Photowalk,” a series of workshops designed to improve the photographer’s skill set
- **2009 COAHSI Arts in Education Grant** \$2,087 for program at PS 11 in Dongan Hills undertakes "Focus on Community through Photography," a photojournalism and writing project for three second-grade classes. Students will learn to use a camera, take photographs of their neighborhood, and keep related journals.
- **2010 COAHSI Arts in Education Grant** \$2,087 for program at PS 11 in Dongan Hills undertakes "Animation Exploration," an animation project for grades 3-5. Students will learn to create animations on the great explorers throughout history.
- **2008-2010 DYCD/Snug Harbor/COAHSI/Sundog Theatre** \$53,000 over 3 years for program at PS 11 in Dongan Hills. Created curriculum hired and directed freelance consultants to work with students on successful Afterschool Newspaper program.

### **<Skills>**

- HTML, CSS, Javascript, jQuery
- Relational database experience (mysql, MS SQL, etc)
- Opensource CMS experience
- Wordpress
- Adobe Creative Suite 5: Photoshop, Illustrator, Dreamweaver, Fireworks, Acrobat
- Google Docs, Analytics, Webmaster Tools and AdWords
- Microsoft Office 2007 and 2010
- Curriculum Development
- Project Management
- Social Media Management

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- E-mail Management
- Google Apps

### <References>

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- Bobby Digi - (718) 600-4717
- David Nudelman - (347) 885-6266
- Jonathan Joseph - (718) 688-4675
- Michael Perina - (347) 631-8060
- Sara Signorelli - [sarasignorelli@aol.com](mailto:sarasignorelli@aol.com)