
Daniel Newman

daniel@newmansolutions.com

<http://www.newmansolutions.com>

3088 Kellner Pl.

Columbus, Ohio 43209

614.236-9991

Focus Enjoy a high-energy environment, led by experienced individuals who are excited to bring to fruition the best in technology.

Summary

- Leadership experience including creative direction, project management, event planning, hiring, annual reviews, project budgeting, resource allocation, and marketing coordination
- Specialist in directing the creative and technical components of interactive multimedia, web, graphic design, illustration, animation, and interface design projects
- Communication skills, including teaching, writing, and presentation experience.
- Talented instructional designer and architect of user interface, web, print, multimedia and custom marketing application development
- Editing, publishing, video production, and web site development experience

On the job accomplishments
1993-present

Directed the creative development of web, print and multimedia communication projects for a variety of marketing clients including: BMG, Reader's Digest, Martha Stewart, BusinessWeek, Forbes, Publisher's Clearing House, The Industry Standard, Autonation.com, the Columbus Crew, and the Columbus Convention and Visitor's Bureau.

Built top-notch creative department from ground-zero.

Wrote and edited marketing and training materials, style books and best practices guide.

Evaluated technologies to best meet project goals including hardware, software and platform requirements.

Extended proprietary technology which tracks user behavior on client's web sites providing valuable marketing results.

Oversaw the design of technical projects for a wide array of marketing and strategic services for a broad range of clients including: NewYorkLife.com, American Express, National Business & Disability Council, New York Times, Salomon Smith Barney and Prudential.

Hired extremely energetic and dynamic staff (copywriters, graphic designers, art direction and producers, programmers) that built outstanding creative solutions for our clients while mentoring each other in a fearless collaborative environment.

Purchased and integrated cost-effective, in-house digital media production equipment for creative team and collaborative tools to integrate Creative with company.

Redesigned and implemented corporate identity standards based upon image-study and market research programs.

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On the job

accomplishments

continued

Utilized interactive multimedia technology and innovative interface design to create highly effective communication programs for web and offline initiatives.

Produced marketing collateral and education materials, including newsletters, media advertising, brochures, posters, displays and apparel.

Advised technical solutions for handicapped accessibility compliance to WAI/W3C and Section 508 of the Rehabilitation act standards.

Pioneered localized content. Launched and produced ColumbusPages, a database driven site dedicated to events, movies, and dining for the Columbus, Ohio area.

Employment

2003-present

Title(s)

Founder and Publisher/Editor of Newspaper and Web content site

Employer

The New Standard

Central Ohio's Largest Jewish Publication

2001-2003

Co-Founder, Director of Integration and Implementation, Creative Director

SiteNY / Newman Solutions

Business application solutions and Online Marketing provider
New York, Jerusalem, Columbus

1999-2001

Creative Director, Director of Creative Technologies

Elipze Corporation / P|M digital

Internet Marketing
New York

1997-1999

Interface Development Production Manager, Hiring Manager, Business Development, "UI Evangelist"

Zedak Corporation

Application Development
New York

1995-1997

Founder and Primary Partner of Internet startup, Developer

ArmChair Marketing / Net Equity

ltd. ColumbusPages.com
Web Development and Marketing

1993- 1995

Information Service and Mail Hub Supervisor

CompuServe, Inc.

Leading Online Service
Columbus

Education

The Ohio State University

Columbus, Ohio
BA, 1992

Hebrew Union College

Jerusalem, Israel
1988 -1989

Shapells Darche Noam College

Jerusalem, Israel
2000 - 2001

Additional Information

Chronological resume and case studies of work

<http://www.newmansolutions.com>
or available upon request

References

Available upon request