



**DANIEL SIERADSKI**

4465 E. GENESEE ST. #112 | SYRACUSE, NY | 13214

347.585.0350 · DANIEL@SELF.AGENCY

## EXPERIENCE

Jan. 1999–Present

**Self-Employed**  
**The Self Agency, LLC** | Syracuse, NY

Web design, online marketing, and new media production for nonprofits and small businesses. Services include: Digital strategy and visioning; Content strategy; Social media 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.

Sept. 2013—Dec. 2014

**Design & Technology Specialist**  
**Empire Brewing Company** | Syracuse, NY

Print and web design, marketing and communications, technology infrastructure management, and desktop support for a rapidly expanding regional microbrewery.

Oct. 2012—Apr. 2013

**Creative Director**  
**Breakthrough Design Group** | Syracuse, NY

UI/UX design, wireframing, technical writing, content strategy, and web server administration for an up-and-coming web design firm serving Central New York-area businesses and non-profits.

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–Nov. 2012

**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.

Mar. 2001–Present

**Independent Journalist & 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.

Jun. 2000–Feb. 2004

**Web Producer**  
**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.

Sept. 1997–Aug. 1998

**Customer Service Agent & Web Designer**  
**Hoster.com** | Jersey City, NJ

Telephone support agent, server administrator, and web designer for all-in-one dial-up Internet service provider, web hosting provider, and web design studio.

## **EDUCATION**

Class of 2015 — A.A.S. Electronic Media Communications

**Onondaga Community College**  
Syracuse, NY

## **SKILLS**

Writing & Editing; Microsoft Office; Page Layout & Typesetting; Adobe Creative Suite (Indesign, Photoshop, Illustrator, etc.); Photography; Video Production & Editing; Video Streaming; 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**

2013, 2nd Place, Hack Upstate. 2010, The Forward 50; 2008, New York Jewish Week 36 Under 36; 2007, ROI Community Grant; 2005: Dorot Foundation Grant; 2004, Dorot Fellowship in Israel.