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## Daniel Newman

[daniel@thenewstandard.com](mailto:daniel@thenewstandard.com)  
<http://www.newmansolutions.com>

3088 Kellner Pl.  
Columbus, Ohio 43209  
614.236-9991

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**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

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**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.

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### 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

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### Education

#### ***The Ohio State University***

Columbus, Ohio  
BA, 1992

#### ***Hebrew Union College***

Jerusalem, Israel  
1988 -1989

#### ***Shapells Darche Noam College***

Jerusalem, Israel  
2000 - 2001

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### Additional Information

Chronological resume and case studies of work

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

References

Available upon request