

SHAI DAVIS

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EDUCATION

Harvard University (Cum Laude, GPA: 3.72)
High Honors: Joint B.A. in Visual Arts and Religion

Cambridge, MA
June 2006

WORK EXPERIENCE

PresenTense Group

Director of Communications

Jerusalem, Israel

2008 – October '09

- ❖ Responsible for designing and implementing strategies for community engagement of the international organization and its constituencies. Led a team of 5 full-time interns and recruited and managed additional community volunteers. Visits to website rose 133% over same period a year earlier.
- ❖ Conceived of and directed the construction of the community's web portal, designed to engage active members and recruit new ones in a plethora of various activities around the world. Elements needed to be immediately understood and easy to navigate, while still highly integrated and multi-layered. Components included: an online edition of the organization's print magazine, event calendars and registration, custom-built CRM, virtual seminars, restricted sections, staff knowledge management system, user profiles, and more.
- ❖ For the website, I managed a team of 4 (including design and development), spread across New York, Philadelphia, and Jerusalem, and ran focus groups and user testing to tweak design and navigation specifications.
- ❖ Leveraged both traditional and new media tools to promote organizational mission, and built dynamic platforms for its members to do the same.
- ❖ Consulted with social entrepreneurs on marketing, publicity and design of their startups. Taught courses on storytelling, presentation design, and communicating ideas as images.

Oorim.com (in closed beta)

Founder and Director

Jerusalem, Israel

2008 – Present

- ❖ Currently developing a cutting-edge Internet forum for the cross-pollination of ideas by Jews from all backgrounds, from anywhere in the world. Mentored by CEO of Answers.com, the project was selected for incubation at the prestigious PresenTense Institute for Social Entrepreneurship, which led to my employment at the organization.
- ❖ Challenges include demonstrating site's relevance to both versed experts and unaffiliated visitors, and serving as a centralized conversation hub instead of simply another alternative. Advanced solutions – such as an organic glossary and a system of cross-site posting – are in development, having been conceived through extensive periods of formal and informal user feedback.

Web Design Insight

Senior Marketing Consultant

Modi'in, Israel

2006 – 2008

- ❖ Consulted on usability and user interface issues for construction of clients' websites, in addition to branding and design.
- ❖ Advised non-profit and corporate entities on achieving targeted traffic and sustained attention through search engine, social media, and paid advertising campaigns. Constructed and supervised ongoing AdWords campaigns.

Perry Davis Associates, Inc.

Fundraising Consulting Associate

New York, NY

2001 – 2008

- ❖ Planned and built an innovative service offering prospect research for non-profit organizations, which has yielded approximately 1300 inquiries since its launch in September, 2007.
- ❖ Oversaw marketing campaign that brought in over \$100,000 in revenue to the business through use of Google AdWords, blogging, and additional online strategies.
- ❖ Developed grant proposals, event speeches and marketing collateral.

HDNet Films

Intern & Script Reader

New York, NY

2006 – 2007

- ❖ Crafted 25-day production schedule for feature and organized accounting records for 6 projects.
- ❖ Crafted delivery wrap-binders and generated a streamlined system for future efficiency.
- ❖ Read dozens of scripts submitted to production agency, making detailed recommendations for the scripts' consideration or rejection.

VOLUNTEER AND COMMUNAL EXPERIENCE

Harvard Hillel

2002 – 2006

Positions held include: Board member; Steering Committee member; Vice President for Education; Blue Ribbon Commission on Leadership Education

Israel Museum

Assistant to Curator

Jerusalem, Israel

Summer, 2003

- ❖ Prepared commentary outlines for museum's catalogue, *Focus on the Collection: Henry Moore*.
- ❖ Updated museum's provenance and loan records and assisted in gallery organization.

Harvard University Room 13, Peer Counselor

2003 – 2006

- ❖ Provided suicide intervention demonstrations for nearly 200 counselors-in-training, led publicity campaigns and designed publicity materials.
- ❖ Staffed overnight drop-in center, counseling on issues including eating disorders, rape trauma and suicide intervention.

The Harvard Mosaic, Editor-in-Chief

2005 – 2006

- ❖ Revitalized Harvard's oldest Jewish journal through content reassessment and innovative design.
- ❖ Led all aspects of production, from procuring grants to editing copy and directing staff.

HONORS AND AWARDS

- ❖ Kennedy School of Government's Center for Public Leadership Award; Harvard College Research Program Grant; Senior Award for Innovation, Harvard Hillel; Sundance Film Festival "Students at the Festival" Awardee

FILM AWARDS

- ❖ **Ex Machina** Earned departmental High Honors; Sundance Film Festival: *Winner, Best Film, Best Cinematography, Best Score (nom.)*; Harvard College Research Project Grant
- ❖ **Ted the Prophet** Ivy Film Festival: *Nominated for Best Animation Short*
- ❖ **Alien: A Self-Portrait** Sundance Film Festival: *Nominated for Best New Documentary*; Makor Jewish Film Festival: *Official selection for showcase*

INTERESTS AND HOBBIES

- ❖ Filmmaking, screenwriting, graphic design, photography, painting, social entrepreneurship, hiking

COMPUTER SKILLS AND LANGUAGES

- ❖ Photoshop, Illustrator, InDesign, Final Cut Pro, DVD Studio Pro, Dreamweaver, Final Draft, Painter, Microsoft Office, Drupal, HTML, CSS
- ❖ English, Hebrew (advanced), Arabic (beginner), Spanish (conversational), ASL (conversational)

REFERENCES

- ❖ **David Hammer** Product Manager, Google: dhammer@google.com
- ❖ **Elyon DeKoven, Ph.D.** Usability & Industrial Design Advisor: elyon@dekoven.com