



Simon Dabkowski

(201) 455-1776 simon@simoncreative.com 70 Greene Street #1901 Jersey City NJ, 07302

Profile

My professional career as a creative and a developer spans nearly 15 years of working with variety of web agencies, non-profits, political organizations, and various e-commerce startups. I've consulted, have experience in running my own business, and am a published author of "Livemotion 2: A Beginner's Guide."

Experience

VP OF TECHNOLOGY & DESIGN - SOCIAL MEDIA WEEK / CROWDCENTRIC — 2013 - PRESENT

Crowdcentric is a marketing and media agency that runs and operates Social Media Week (socialmediaweek.org) - a worldwide culture and technology conference that operates in over 26 cities around the world. Since joining the team, I've re-developed the company's platform architecture and introduced a complete re-brand of all of the organization's digital and print assets. I manage the building of all e-commerce platforms, check-in systems, and management systems that serve 15 international teams in establishing and delivering their city's conference edition to their audiences while accessing a growing database of over 15k + speakers, 10k+ events, and 250k+ user accounts.

CONSULTANT - FIRMSCONSULTING — 2013-2015

Conceptualized the creative roadmap, designed, developed, and aided in marketing firmsconsulting.net (a site which aids Ivy league students from Yale, Harvard, and Princeton in acquiring interview skills and in gaining employment as management consulting leaders through a vast library of video, audio and editorial content) as the Web Director at Tisha Creative. Continued to aid its founder Michael Boricki, along with Tisha Creative, in rolling out additional features and to grow the site's diverse community.

WEB DIRECTOR - TISHA CREATIVE — 2007 - 2013

Former Web Director at Tisha Creative; a boutique design agency based in Hoboken, NJ. Project managed, designed and developed a variety of web based content and executed social media campaigns, digital marketing strategies, and e-marketing campaigns for clients such as Howard Stern, HBO, U.S. News, Daily News, The City of Hoboken, NY Yankees, Bass Shoes, The Sak, Rescue Ink, Mommies 247, and others.

CO-FOUNDER - HMAG, HOBOKEN LIFESTYLE MAGAZINE — 2009 - 2015

Alongside 2 partners, launched hMAG in 2009 as a lifestyle magazine and a social networking community based website for Hoboken, NJ. My role and accomplishments with the company all revolved around designing and developing a platform that catered to over 8000 user accounts accessing our platform. In my time at hMAG, we hosted 3 Hoboken music festivals for over 10,000 attendees with bands such as The Walkman, School of Seven Bells, and Tokyo Police Club and partnered with sponsors such as Ben & Jerry's, GBX, Prudential Center, and the NJ Devils, bringing large scale music entertainment to the local community.

PARTNER / CTO - MOMMIES 247 — 2009 - 2015

As a former partner in Mommies 247, designed and developed a successful mom-based social networking community. The website reached 3000 members only a few months after its launch. Established a social media presence for the site, created several e-marketing campaigns. and developed a CMS platform to aid the founders in publishing content. The platform was designed to manage members, events, articles, group discussions, classifieds, and ads. The company is currently expanding as a franchise and aims at launching in other cities in the near future.

IT / ART DIRECTOR / WEB DESIGNER / DEVELOPER - RICATTO ENTERPRISES - EAST VILLAGE DEVELOPMENT GROUP — 2005 - 2006

Primary responsibilities included maintaining and administrating the company's network and software utilizing Windows 2003 Small Business server. Created branding for both companies by designing and developing various CMS-powered web sites, logos, brochures, letterheads, and business cards. Designed, developed, and administered an interactive web site for the company structured around a comprehensive database controlled through my own custom CMS system enabling anyone in the office to update the numerous apartment listings available under the company's privately owned buildings located in the East Village.

ART DIRECTOR - DESIGNER OUTLET — 2001 - 2002

Designer Outlet was a startup e-commerce company offering designer apparel for women, men, and kids at a discounted price. At the peak of its span it was in direct competition with bluefly.com. Designed and developed new features for the site, photographed and photoshopped content, and managed online inventory.

Education

Hunter College, NY, NY — B.S. CSCI 2002

Skills

Adobe Photoshop, Adobe Illustrator, Adobe Lightroom, Panic Coda, GitHub, HTML5, CSS3, Javascript, JQuery, PHP, MySQL, Foundation, Bootstrap, Advanced Wordpress

Publications & Accolades

- ◆ Commissioned by The McGraw-Hill Companies to author a 446 page book entitled "*Livemotion 2: A Beginner's Guide*". Published in 2002, the book aimed at educating flash designers/developers on creating interactive content. The flash-based application released by Adobe Systems was in beta phase at the time. I not only took part in learning the new version of the software while writing the book, but also participated as an Adobe Systems beta tester.
- ◆ The Hoboken Chamber of Commerce awarded hMAG 2nd place for "2012 Business of the Year Award".
- ◆ Member of Hoboken Chamber of Commerce
- ◆ Member of Hoboken Elks Club
- ◆ Wordpress WordCamp 2011 Speaker Invitee
- ◆ Donated my time to establish a brand and create a website for Rebuild Hoboken Relief Fund which to-date, has raised over 1.1mm dollars for victims of Super-storm Sandy in Hoboken.