

Simon Dabkowski

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Profile

I strategize, design and develop responsive, creative, compelling, and unique experiences, platforms, and media for the web. I can troubleshoot my way out of any task at hand.

Experience

VP - Head of Product, HeyMama – 2021 - Present

<https://connect.heimama.co>

I manage and lead an offshore dev team (full stack developers, project managers, and QA) with offices in both San Francisco and Ukraine in growing, scaling and maintaining the company's web products. In my role as Product lead, I'm accountable, decisive, and strategic as I collaborate with other department leads, along with our CEO, our co-founders, and the company's board of directors in formulating a vision and executing our collaborative strategy.

I lead my department in building a proprietary CMS and a private, paywalled, subscription-based community platform built with Angular and NESTJS that provides a one of a kind experience for our members to engage, discover, connect, network, support, and grow their professional and personal relationships with other like-minded working moms

I lead and oversee the execution of all creative and interface-based work, both designing and front-end developing our UI and UX on our new platform.

I prototype and create a variety of presentations that aim to provide a future-facing product strategy for all of our key stakeholders, including our executive team and the company's board of directors and investors.

I'm also leading the company's privacy, security, and compliance efforts in attaining SOC2 compliance. I'm managing all aspects of our newly formed vendor relationships with our IT providers, Contango IT and Vanta, who monitor all of our company policies and remaining tasks as we progressively move forward in performing our audit in the near future.

VP - Digital Product Design & Strategy, Adweek – 1/2021 - 5/2021

<https://adweek.com>

With Adweek's acquisition of Social Media Week, I've played a crucial role in documenting, transferring, and providing all creative and tech stacks. In my current role, I'm responsible for continual management of all Social Media Week digital products, Adweek's platform strategy and design, and digital product user experience design. I report directly to Chief Product Officer, David Saaybe. <https://adweek.com>

SVP - Head of Design & Development, Social Media Week – 2013 - 2021

Senior leader, full-stack developer and creative director at Social Media Week, a worldwide technology and marketing conference that takes place in 30+ cities annually. Responsible for the innovative development and design of the conference's complex global platforms, as well as leading all aspects of event & speaker management systems, e-commerce platforms, in-house check-in software for on-site registration, subscription-based video platforms, and user management systems. Conceived and design all creative for digital and print marketing material, as well as onsite at conferences and served as primary brand and technical liaison for global and local teams

Designed, developed, as well as executed on all branding collateral for new live-video platform called SMW+ <https://smw.plus>

Designed and developed SMW Insider (<https://socialmediaweek.org/insider>), a video subscription platform which provides access to 1000s hours of conference video content to paying subscribers, both live and and OnDemand.

Designed, developed and support a complex web platform that powers the entire online conference experience and also serves as a real-time media site for the distribution of editorial content and live and on-demand video subscription services (<https://socialmediaweek.org>)

Built and service micro-sites for all SMW cities across the globe powered by ecommerce platforms for distributing conference passes

Developed check-in systems for managing attendees onsite during registration and architected hardware/software equipment for printing attendee badge information with QR codes

Co-Founder, Web Director, hMAG, Hoboken's Lifestyle Magazine – 2009 - 2019

Alongside 2 partners, launched hMAG in 2009 as a lifestyle magazine and a social networking, community-based website for Hoboken, NJ.

Designed and developed a platform with a community of over 8000 accounts

Was instrumental in conceptualizing and bringing HMAG's experiential platform to life, including 3 large-scale music festivals driving 10,000+ attendees, with bands such as The Walkman, School of Seven Bells, and Tokyo Police Club and sponsors such as Ben & Jerry's, GBX, Prudential Center, and the NJ Devils.

Helped to organize monthly mixers that brought the local Hoboken community together. Mixers were held at local communities and helped raise money for local charities.

Web Director, Tisha Creative – 2007 - 2013

Former Web Director at Tisha Creative; a boutique design agency based in Hoboken, NJ. I've had the pleasure to not only project manage but also design and develop a variety of web based content, execute social media campaigns, digital marketing strategies, and e-marketing campaigns. I've utilized these skills for clients such as Howard Stern, HBO, US News, Daily News, The City of Hoboken, NY Yankees, Bass Shoes, The Sak, Rescue Ink, Mommies 247, and others.

Partner, CTO, Mommies 247 – 2011 - 2012

As a former partner in Mommies 247, I designed and developed a successful mom-based social networking community. The website reached 3000 members only a few months after its launch. Along with the founders I established a social media presence and created several e-marketing campaigns. I developed a CMS platform to aid the founders 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.

Education

Hunter College – Computer Science (incomplete) 1998 - 2002

Publications

Author of "Livemotion 2: A Beginner's Guide", Published by McGraw Hill 2002

Skills

Web Interfaces, Digital creative, Live Video Production

Languages

PHP, MySQL, Javascript, jQuery, W3C Compliant CSS3 and HTML5, XML, SEO & SEM strategies, and other web services

Platforms

Wordpress, Buddypress, Woocommerce, Bootstrap, Foundation, Livestream, JWPlayer, GitHub, Google Analytics / Webmaster Tools, HotJar, Cloudflare, Bizzabo, Swoogo, Jira, Trello

Software

Photoshop, Illustrator, Lightroom, Final Cut Pro, Apple Motion, Panic Nova, Sequel Pro, OBS, Microsoft Suite, Keynote