

DANIEL LEWIS NEWMAN

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Daniel is able to envision, plan and bring vast projects to fruition – Ruth Sternberg

PROFESSIONAL SUMMARY

An entrepreneurial executive with hands-on expertise in growing successful businesses and leading exceptional nonprofits by inspiring employees, sourcing essential tools, delighting customers/donors, and creating and executing highly effective marketing and office automation strategies. An exemplar ability to understand and manage the integration of marketing, development, operations, customer service and finance to create a thriving organization.

CORE STRENGTHS

- **Project Management**
- Budgeting
- Media Management
- **Cross-Functional Teams**
- Brand Management
- Crisis Communications
- **CRM solution agnostic**
- Patron and Board Relations
- Event Planning

WORK EXPERIENCE

Jewish Federation of Columbus (now called JewishColumbus)

September 2014-June 2019

VP, Marketing, Columbus, Ohio

- Led organization in brand research, development, and rebranding.
- Promoted brand awareness with a focused value proposition unified behind a single brand.
- Engendered excitement for organization with an attractive new website, annual report and marketing collateral.
- Managed marketing efforts for 5 consecutive successful campaigns that raised more than \$35MM.
- Provided leadership and expertise to select and customize donor management CRM and improve donor engagement by 60%.
- Managed communication of cross-functional teams using Microsoft Teams for a collaborative and accountable work environment.
- Created \$24K in savings over 3 years by creating a credit card fee absorption option for donors on the website.

Nutis Visual Communications

March 2009-September 2014

Chief Information Officer, Columbus, Ohio

- Built robust IT department, desktop support from ground up.
- Engineered an e-commerce B2B Web-to-Print solution that integrated Magneto with efi's variable imaging technology adding \$220K/yr additional revenue.
- Mounted an integrated Dynamics GP ERP, Dynamics CRM and a print-centric MIS solution to streamline the 300 employee plant operations providing \$110K/month in workflow efficiencies.
- Identified partners and negotiated \$90K in contracts with IT suppliers.
- Assembled a skilled collaborative and productive team that performs above expectations every day.
- Launched a customized ticketing support system with open-source OSTicket for internal ITSM.

The New Standard bi-monthly newspaper

Founder, Publisher and Editor in Chief, Columbus, OH

January 2003-April 2009

- Oversaw AR, AP, management of a 4 person sales team and 3-person editorial and production team.
- Early adopter of Salesforce CRM and Google Suite to manage workflow and sales.
- Responsible for \$360K/year in ad sales through bi-monthly publication and special sections to maximize profit.

Dispatch Media Group

Web Publishing Producer, Columbus, OH

January 2002-January 2003

- Developed online engagement for newspaper content on the publication's website.

Elipze / Paradysz Matera Digital

October 1999-December 2001

Creative Director and Creative Technical Director, New York, NY

- Led pitches to be awarded contracts with consumer brands across categories including BMG, Reader's Digest, Martha Stewart, Business Week, Forbes, Publisher's Clearing House, and Autonation.com.
- Built a top-notch creative development department of extremely energetic and dynamic copywriters, graphic designers, art directors, and producers.
- Mentored staff in a fearless collaborative environment.
- Assisted CTO in building IT development department.
- Implemented, improved and extended proprietary marketing analytics and tracking technology.
- Launched and developed/customized early Moodle platform, a web-based educational system, during an overseas sabbatical year at Darche Noam institution in Jerusalem, Israel.

Zedak Corp.

July 1997-October 1999

UI/UX Designer and Business Consultant, White Plains, NY

- Cultivated and assisted in business development of fortune 500 accounts such as The New York Times, Solomon Smith Barney and Citibank.
- Developed an XML DTD and related whitepaper to provide a standard advertising-submission system adopted by the newspaper industry through a relationship with the New York Times and the News Media Alliance.
- Recruited new computer programming talent and assisted in U.S. visa issues.

EDUCATION**Ohio State University**, Bachelors of Arts, Humanities**Gratz College**, Masters of Science in Nonprofit Management, Expected completion January 2020, GPA: 3.93/4.0**RELATED VOLUNTEER EXPERIENCE****Buckeye Kosher BBQ Festival**

2014-2019

Chair, Event Planning

- Created a highly anticipated annual event that quickly became the largest gathering for the Jewish Community in central Ohio.
- Coordinated 110 volunteers to attend to 1,400 attendees that facilitated food service, musical entertainment, kids amusements, and exhibitors.

Vaad Ho'ir (also known as Buckeye Kosher)

President

2010-2018

- Led a board from the point of inactive indifference to proactive good governance.
- Administered Change Management by providing a pathway for professional leadership staff modification.
- Negotiated separation agreements, settlements and engagement contracts.
- Created an organization with transparency, accountability, and efficiency.
- Shepherded rebranding

Additionally: Interfaith Association of Central Ohio (former treasurer); Columbus Jewish Historical Society Volunteer of the year (2018); Holocaust Education Council of Central Ohio; Kid's Robotic Competition: First Lego League, team coach**SOFTWARE/SOCIAL PLATFORM/PROGRAM LANGUAGE EXPERIENCE**

Microsoft Office (Word, Excel and PowerPoint) · Microsoft Teams · Microsoft Planner · SharePoint · Adobe Creative Suite (Photoshop, InDesign, Illustrator, and Premier) · Salesforce · DonorPerfect · WordPress administration and development · Event Espresso · Eventbrite · Square Payment System · Authorize.net · Constant Contact · MailChimp · Google Analytics · Video Conferencing · Facebook · Twitter · LinkedIn · Instagram · Buffer · Hootsuite · MySQL · HTML · CSS · JavaScript