

Passionate communicator dedicated to social innovation and progressive ideals with over 15 years of management experience across diverse industries. Demonstrated administrative skills with small to large teams in non-profit, startup and corporate environments. A lifelong learner consistently honing skills, knowledge and insights towards new projects. Excited to leverage thought management and team building capacities in communications and marketing to inspire social and political progress.

## Professional Experience

### **Co-Founder: Wandering Aid** - 2016 - present

[wanderingaid.org](http://wanderingaid.org)

Wandering Aid is an emerging NGO with the mission to serve the needs of displaced people in NYC and worldwide including homeless, immigrants, refugees and asylum seekers.

Designing and implementing a web application to assist displaced populations find and access resources to empower them. Developing the mission, strategy and business plan and guiding the corporate structure.

### **Communications Consultant** - 2004 - present

[sander-martijn.com](http://sander-martijn.com)

Transmedia communicator assisting organizations large and small with the execution of their vision from strategy to delivery across a range of industries and requirements using photography, writing, video, social media, web development, marketing and other mediums as appropriate. Responsibilities include advertising and acquisition, budgeting, legal, hiring and managing talent.

Selected clients: Uptown Magazine, Milly Magazine, Moonlight Entertainment, NBAF, Brooklyn Fashion week, Sony, WH Silverstein, Tricium Health Partners, Umino Koragen, MC Squared, Helmsley Spears

### **Media Organizer: Bushwick Berners** - 2015 – 2016

The Bushwick Berners was one of the most recognized volunteer organizations working for Bernie Sanders' nomination for president of the U.S.

Managed media including photo, video and writing. A core member of the leadership team executing strategy, direction and collaboration with other organizers on canvassing, phone banking, fundraising, and events.

### **Communications Director: 1 Big Boost** - 2009 - 2015

1BB is an NGO working in underdeveloped countries to provide community development to communities with sustainable projects with a focus on healthcare and education.

Executive decisions on media including photography, video, website and media outlets. Field work managing and documenting projects in Haiti and Nepal as well as fundraising events in the U.S.

### **Owner: The Bridge Studio** - 2006 – 2009

The Bridge Studio was founded to bridge the gap between large studios and photographers without the budgets or experience, providing them opportunity and encouraging growth as artists.

Managed business including promoting, booking, equipment, upkeep, rental and assisting clients with shoots. Taught photography and studio usage from basic to advanced levels, providing access and skills to thousands of creative professionals.

### **Technology Director and Web developer: Flavorpill productions** - August 2001 - July 2004

Flavoripill is a media company bringing culture to cities around the world. Beginning as an email based startup in 2000 it has grown to a worldwide enterprise using various media to distribute content.

Lead developer, architect and technology director overseeing the overall direction of technology for the company. Designed, implemented and maintained an email deployment system to deploy 30,000 emails per hour and a

custom CMS to facilitate the production of mailers. Designed sophisticated statistics tracking software, display interfaces, and dynamic templated web sites.

**Senior Interface Engineer: Organic, inc.** - March 1999 - August 2001

Organic, inc is a leading provider of B2B internet services for fortune 500 companies.

Managed e-commerce projects, mentored developers, established and documented architecture. Close collaboration with clients and other departments.

**case study:** [bloomingdales.com](http://bloomingdales.com) - lead interface engineer: lead a team of fifteen developers on the planning and production of Bloomingdales' e-commerce site. Designed and oversaw the implementation of the jsp template architecture of a mvc based architecture.

## Core Capacities

### Creativity

Creativity drives innovation and progress. Whether transmedia story-telling such as photography, writing and social media or story-managing via experimental collaborative teams, ideas and concepts, creative processes are the true social drivers. The value of creative thought is paramount to any endeavor. From magazine cover to applying agile development tactics to hiring practices applying creative methods to my work is intrinsic to success.

### Technology

Technology is essential in engaging coworkers and a broad audience in efficiently sharing your message. This includes optimizing for consistent social impact and fundraising. Delivering innovative technology solutions to business problems ranging from Social Networking, SEO and development, and use of political and social campaign tools such as VAN to effectively manage all aspects of a project.

### Leadership and Management

Strong leaders become the compass which guides the direction of the team. Articulating the overall goal, breaking it down into tasks and inspiring others requires flexibility, confidence and trust in your team. Whether managing a political campaign or a social project, running a photo shoot or working with a team of developers I have consistently demonstrated strength in managing both engaging and challenging decisions.

### Strategy and Execution

Executing projects effectively requires active listening and strategic planning with an eye to the big picture. As a creative problem solver I have demonstrated each of these skills with a broad vision broken into a detail-oriented approach. Large scale e-commerce sites, magazine covers and grassroots campaigns all require broad vision and structured planning to achieve success.

### Collaboration and Team Building

Fostering a collaborative team in the workspace begins with every member having a voice. My approach to leadership curates an inviting, exciting work culture. Implementing an adaptive management structure during Bernie Sanders' campaign encouraging productivity and innovation by valuing each member's role in the project equally.

## Education and Achievements

- **New York University** - Computer Science and Music History
- **Temple University** - Music History and Voice
- **Wellstone Action** - Grassroots Organizing Certification
- **Citizen Action NY** - Leadership Training
- **B&H Photo Video** - How to be a Fashion Photographer (Presenter)
- **SEIU, Uptown Magazine, Sherman Theater, Soma** - Magazine cover, editorials, solo exhibits
- **Epson** - Sponsorship for work in Haiti

For extended portfolio and samples see <http://sander-martijn.com/>