

# Personal Statement

I envisioned features and UI for [PeopleBrowsr](#), a professional Twitter dashboard, and continue to expand their CRM product-line.

Over two years ago I established social media strategy and workflows for the Department of Defense healthcare system, which executes \$42B annually and is composed of over 130,000 employees. We have since engaged stakeholders, the media, and our enterprise community through podcasts, video and social networks. The military's health plan, [TRICARE](#), with over 9.5 million beneficiaries is now at center-stage in the debate over government-run healthcare. Over the course of the past year, we have pioneered healthcare communications through the use of social media. In fact, we now offer 24/7 behavioral health counseling over Skype.

I regularly design and implement web-based tools for engaging with customers, such as widgets and video platforms. My marketing clients rely on video. We've delivered high definition content for over five years. Leveraging my technical, marketing and business experience I can surely develop a vision for your social media activities.

**DAVE HAFT**

# DAVE

@davehaft davehaft.com

# HAFT

202 302 0341 dave@davelocity.com

## EMPLOYMENT

JAN 2008 - PRESENT  
U.S. Military Health System

**New Media Technologist** in support of TRICARE, the military's health plan. Established social media strategy and workflow for communicating with stakeholders.

AUG 2004 - PRESENT  
Davelocity Digital Marketing

**Sole Proprietor** of web 2.0 consulting and video production firm. We specialize in video SEO, marketing and webdesign.

JUL 2003 - DEC 2007  
Washington Professional Systems

**Sales Engineer** and technician for audio/video solutions. Clients included National Geographic and Discovery Channel.

## EXPERIENCE

2009  
PeopleBrowsr

peoplebrowsr.com  
social media analytics, UX, sales and marketing

2008  
DC Video Tour

dcvideotour.com  
real estate marketing, web 2.0, animation and video

2008  
Supervisuals

supervisuals.com  
digital projection, prototyping, branding and animation

2007  
Flavored Layers

flavoredlayers.com  
business dev, identity, motion graphics

## EDUCATION

1999-2003

BS with Distinction, Electrical and Computer Engineering  
University of Rochester, New York

2002

Study Abroad Program  
University of Adelaide, Australia

## SKILLS

### SOFTWARE

Wordpress, Feedburner, Final Cut Pro, Premiere, Avid, Motion, Photoshop, Illustrator, Flash, Dreamweaver, SoundBooth

### TACTICS

Communication Plans, Executive Presentations, Social Media Measurement & ROI, Content Syndication, Video Campaigns

### CREATIVE

Widget Development, High Definition Video Podcasting, 3D Motion Graphics Animation, Videography, Web and Graphics.

## INTERESTS

DJing, cars, non-stop flights, colorful sushi, fresh cinematography, protecting manatees and going green!