

# DAVE HAFT / Social Media Technologist (7 years experience)

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<http://davehaft.com>  
202.302.0341

Dear Sir or Madam:

When social media communications for health care began, I initiated and launched the U.S. Military Health System's social presence. With the guidance of veteran communicators, my team implemented award-winning multimedia campaigns on Facebook, Twitter and iTunes. With the military's health plan, TRICARE, at center-stage in our nation's debate over health care reform, most health plans had yet to embark in the social space. We've since engaged stakeholders, the media, and many of our 9.6 million beneficiaries.

I believe technical experience provides agility to respond during crises and an ever-changing communications landscape. I've regularly designed and implemented web-based tools such as widgets and video platforms to engage audiences. Prior to YouTube's existence, I delivered high definition online video for independent clients and now focus on content curation.

I look forward to speaking with you further about developing and executing an effective social media strategy for your organization.

Respectfully Yours,

Dave Haft

Attachments: Resume

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## OBJECTIVE

My goal is to reach your business objectives via social media strategy.

I'll monitor influential stakeholders, communicate effectively and measure key indicators.

## SOCIAL MEDIA TECHNOLOGIST, TRICARE, U.S. Military Health System (Contractor: Axiom) 2008 - 2011

- Initiated and launched the U.S. Military Health System's social media strategy
- Built an active Facebook and Twitter community of 18,000 TRICARE beneficiaries
- Boosted engagement with younger, hard-to-reach audiences with award-winning campaigns
- Established crisis communication protocols for H1N1 pandemic, health care reform and Tsunamis
- Directly assisted senior leaders with effective visual communications:
  - Data visualizations
  - Presentations
  - Graphics
  - Videos
- Supported TRICARE's public affairs program:
  - Built social measurement/reporting system
  - Drafted social media playbook & policy
  - Managed website content, design & usability
  - Trained colleagues & service members
  - Spoke at numerous conferences

## SOLE PROPRIETOR, Davelocity Digital Marketing 2004 - Current

- Launch video portal websites and advise clients on Web 2.0
- Over 250,000 views of our videos produced in-house
- Recent projects in social media automation, web design and content curation/aggregation
- Clients include event promotion companies, three top Billboard music artists and local businesses

## SALES ENGINEER, Washington Professional Systems 2003 - 2007

- Customer service and field technician for complex audio/video solutions
- Managed relationships with clients such as federal agencies, Nat'l Geographic, Discovery Channel
- Trained customers on behalf of Apple and Sony

## EDUCATION

UNIVERSITY OF ROCHESTER, New York

**B.S. Electrical & Computer Engineering** with Distinction, 2003

## SKILLS

### Communication Tactics

Social Measurement  
Content Automation  
Facebook Ads

### Internet Technology

Social Media Programming  
WordPress - PHP/CSS  
Server Management

### Creative

HD Video Podcasting  
Graphics & Animation  
Videography