

Gabe Scelta

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Personal

Marital Status: Single
Date of Birth: August 19, 1978
Gender: Male
Nationality: USA

Education

Masters Degree in African Studies
Awarded with Merit
School of Oriental and African Studies
University of London
London, UK
2011

Bachelor of Fine Arts in Graphic Design
Minor in Art History
College of Fine Arts
Boston University
Boston, MA
2002

*References Available
Upon Request*

Employment

2010-2011

Innovation Director
Ethicodes; London, UK

Tasks: Create top level strategy & program design, assess appropriate technologies
Achievements: Co-founded Ethicodes as part of a Skoll Centre social entrepreneurship initiative to leverage mobile technology and gaming to promote product source transparency and social engagement. Analyzed potential country and industry involvement in coffee producing nations in eastern Africa and South America. Partnered with key ethically sourced producers, NGOs, and retail brands.

2008-2011

Director
Zap Squeak Design; Oakland, CA

Tasks: Direct, design, administrate client projects
Achievements: Used knowledge of design, coding, and project management to consistently deliver projects to clients on time and under projected cost. Worked with clients to develop 12 full-site builds or rebuilds using various content management and blog systems including Joomla, Moveable Type, and WordPress, as well as several custom-built mapping applications.

2007-2008

Digital Marketing Manager
Goodwill Industries of San Francisco, San Mateo & Marin Counties; San Francisco, CA

Tasks: Coordinate all digital outreach including email, site updates & social networking
Achievements: Managed rollout of Salesforce eCRM, Vertical Response and Prism marketing data integration and upgraded UI of consumer-facing online donation system resulting in a increase of online data capture of 150%. Trained and oversaw a rolling team of up to 18 data entry trainees in computer training and best practices resulting in an increase of manual data capture by 300%.

2007

Internet Communications Director
Peace Action West; Berkeley, CA

Tasks: Publish all web content, managing eCRM vendors and providing new media consultation
Achievements: Designed and promoted 3 constituent response web and print campaigns leading up to key California elections and congressional votes. Created and coded interactive mapping system for US nuclear waste disposal sites based on abstract government data.

2006

Web Producer
Six Apart; San Francisco, CA

Tasks: Coordinate design and implementation of web representation for four products
Achievements: Monitored and analysed usage data for each product site: Movable Type, TypePad, LiveJournal and Vox and worked with marketing team on various promotions and iterative UI changes. Worked with EMEA team to coordinate international and multilingual versions of web marketing material.

2004-2005

Project Manager
Rosetta Project; San Francisco, CA

Tasks: Interface between managerial and technical staff, UI design, design integration
Achievements: Served as technical liaison between curating staff and coding personnel to create the world's first all-language database on a customised CMS platform, integrating linguistic data, archived text and recorded data for over 7000 world languages.

Languages

Proficient: English

Familiar: Spanish

Amharic

German

French

Notable Projects

Bunna Bet Network

Emerge Venture Lab

www.bunnabetnetwork.org

After School Special

San Francisco Data Challenge

www.afterschoolsf.org

Health and Emergency Services Explorer

Northwest Portland Indian Health Board

maps.npaihb.org

Other Interests & Achievements

EMT + Wilderness

NREMT & California Certified, 2010

Temescal Masters' Swim Team

2009-2010

Disaster Action Team

Bay Area American Red Cross, 2009

Various Solo Painting Exhibitions

2007-2010, San Francisco, CA

2001-2004, Boston, MA

Finalist

New England Printmaking Competition

2001, Boston, MA

Professional Achievements

Policy Research Associate

Ethiopian Global Initiative, 2011

Emerge Venture Lab Fellow

Saïd Business School, University of Oxford, 2011

Changemakers Grant Recipient

SOAS Alumni & Friends Fund, University of London, 2011

Silverman Business Plan Competition Finalist

Simmons School of Management, 2011

First Place: WikiLeaks Legal Perspectives

Taylor Wessing Essay Prize

SOAS Law Society, University of London, 2011

Project Highlight: Afterschool Special

Open Data: Philanthropy's Future Fuel For Change

New America Foundation, Washington DC, May 2010

Featured Design Award

www.gabescelta.com

American Design Awards, August 2009

Featured Data Application

"After School Special"

City & County of San Francisco, 2009

Rosetta Project Representative

North American Plone Symposium 2005

New Orleans, LA

Rosetta Project Representative

Linguistic Society of America Annual Meeting 2005

Oakland, CA

Selected Research Topics

Social Factors in HIV/AIDS Response: Uganda and Tanzania

Ethiopian Christian Liturgical Chant & Historical Context

Much to Learn About Living: Tuareg Architecture and Reflections of Knowledge

WikiLeaks: New Frontiers in International Law

A Case Against Onobrakpeya: Body Marking as a Cornerstone of African Art

The Comparative Origin and Usage of the Ge'ez Writing System of Ethiopia

Project Press

New York Times, "Local Government Offer Data to Minors," December 2009

La Repubblica, "La strada piú sicura per casa? Adesso te la indica il cellulare," December 2009

Texas Tribune, "On the Records: A Data Challenge for Texas," December 2009

We are all such complex individuals. Here are some of my skillsets, strengths, and interests:

