

# GABE SCELTA

33 Capell Road  
Chorleywood, Hertfordshire  
WD3 5HY

[gabe@thisisgabes.com](mailto:gabe@thisisgabes.com)

020 3287 0878

<http://uk.linkedin.com/in/gabescelta>

## Summary

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I am an experienced researcher and manager looking to continue my career following time off in the US. After spending a year concentrating on my art career, taking care of family, and completing a home renovation in New York, I am ready to continue my professional career in the UK. My interests and skills vary, with a history of communications management positions and an academic career focused on international development and research in north and eastern Africa. I am happiest in a challenging environment where I am encouraged to grow with an organisation to meet both of our needs.

## Key Achievements

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- 2013 Completed a series of New York landscape paintings & partnered with a New York gallery as well as Amazon.com Fine Art
- 2013 Traveled to 20 cities in five weeks collecting data for an independent assessment of US cellular data networks
- 2012 Renovated & restored an 1897 Brooklyn tenement building
- 2011 Masters (with merit) in African Studies from the University of London and fellow at the Emerge Venture Lab at Oxford's Saïd Business School
- 2010 Cofounded and tested a social enterprise devoted to equalizing the trade system for farm products from Africa and South America
- 2008 Cofounded and directed a small-scale print and web design agency in California

## Skills

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|----------------------|------------------------|-------------------------------|
| ✦ Marketing Strategy | ✦ Qualitative Research | ✦ Joomla, Drupal, & Wordpress |
| ✦ Content Writing    | ✦ Public Speaking      | ✦ Email Marketing             |
| ✦ Project Management | ✦ Program Management   | ✦ STATA & R                   |
| ✦ Data Visualization | ✦ Budgeting            | ✦ Google Analytics            |
| ✦ Blogging           | ✦ Editing              | ✦ Print & Web Design          |
| ✦ NGO Marketing      | ✦ HTML & CSS           | ✦ Technology Training         |
| ✦ Social Media       |                        |                               |

## Specialties

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- ✦ Social Entrepreneurship
- ✦ Big Picture Thinking
- ✦ NGOs
- ✦ Data Collection
- ✦ Data Visualization
- ✦ Journalism
- ✦ Mobile Technology
- ✦ Research
- ✦ Design
- ✦ Community Appropriate Response
- ✦ Cultural Anthropology
- ✦ Art History
- ✦ Government Transparency
- ✦ International Relations
- ✦ Mapping Systems
- ✦ Communication Systems
- ✦ Linguistics
- ✦ East Africa
- ✦ Nomadism
- ✦ Architecture

## Experience

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### OpenSignal

*Data Consultant*

*London, UK & various US locations  
April 2013 – June 2013*

I collected network data for an independent assessment of mobile data carriers across the US. I traveled to and collected data from twenty major cities in five weeks, covering over 50,000 miles and running 18,000 tests. I also wrote about mobile tech and my trip for PCWorld Magazine, [TechHive](#), and the [OpenSignal blog](#).

### EthICODES

*Innovation Director*

*London, UK  
February 2011 – February 2013*

As a fellow at the Emerge Venture Lab, part of a Skoll Centre for Social Entrepreneurship & Oxford Saïd Business School initiative, I co-founded Ethicodes to leverage mobile technology and gaming to promote product source transparency and social engagement. I analyzed potential country and industry involvement in coffee producing nations in eastern Africa and South America. We collaborated with key fair trade and ethically sourced producers, NGOs, and retail brands to test our key market assumptions and value propositions.

### Ethiopian Global Initiative, Inc.

*Research Associate*

*New York, NY  
November 2011 – June 2012*

I researched policy and international issues with the goal of transforming Ethiopia by promoting civic engagement and economic prosperity. My research included rural water and sanitation services, and US diaspora community needs.

## University of London & University of Oxford

SOAS Masters Candidate &  
Emerge Venture Lab Fellow

London, UK  
September 2010 – September 2011

At the School of Oriental & African Studies, my courses included Cultural Anthropology in the Horn of Africa, Contemporary Issues in African Art and Amharic I & II. My dissertation examined cross-cultural representations of the Tuareg and nomadic architecture throughout written history. As an Emerge Venture Lab Fellow, I completed a business school intensive with a focus on social enterprise in developing nations.

## Zap Squeak Design

Director

Oakland, CA  
January 2008 - February 2011

As co-founder, I used my knowledge of design, coding, and project management to consistently deliver projects to clients on time and under projected cost. I 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.

## Goodwill Industries of San Francisco, San Mateo & Marin Counties

Digital Marketing Manager

San Francisco, CA  
September 2007 – October 2008

I coordinated the rollout of a Salesforce based eCRM, Vertical Response and Prism marketing data integration. I oversaw the upgrade of the online donation system resulting in an increase of online data capture of 150%. I also instructed and oversaw a team of up to 18 trainees in computer skills and best data entry practices resulting in an increase of manual data capture by 300%.

## Peace Action West

Internet Communications Director

Oakland, CA  
August 2006 - August 2007

I designed and promoted three constituent response web and print campaigns leading up to key California elections and congressional votes. I oversaw the creation of an interactive mapping system for US nuclear waste disposal sites based on abstract government data. I also managed donor email outreach and updated website content.

## Six Apart

Web Producer

San Francisco, CA

December 2005 – July 2006

I monitored and analysed usage data for each of three product sites and worked with the marketing team on various promotions and iterative UI changes, using analytics and A/B testing of ads and landing pages to inform key decisions. I coordinated with the EMEA team to launch international and multilingual versions of web marketing material.

## The Rosetta Project

Project Manager

San Francisco, CA

November 2004 – July 2005

I served as technical liaison between curatorial staff and coding personnel to create the world's first all-language database on a customised Plone based platform, integrating linguistic data, archived text and recorded data for over 7000 world languages.

## Education

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### School of Oriental & African Studies, University of London

MA, African Studies, Anthropology 2010 – 2011

*Masters awarded with Merit, Dissertation awarded with Distinction*

### Boston University

BFA, Art History & Graphic Design 1998 – 2002

*Women's Center Secretary 1999-2002*












## Honors & Awards

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- ✦ Emerge Social Venture Lab Fellow 2011
- ✦ SOAS Law Society, Taylor Wessing Essay Prize 2011
- ✦ Simmons School of Management Silverman Business Plan Finalist 2011
- ✦ SOAS Alumni & Friends Grant Recipient 2011
- ✦ Certified NREMT B+Wilderness 2010
- ✦ American Design Award 2009

## Research & Publications

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-  [TechHive Series: Testing Cell Networks Across America](#)
-  [TechHive Video: How We Tested the Nation's Networks](#)
-  [CEWeek New York Super Session Presentation: Who's Fastest?](#)
-  [Is 3G/4G Slower Indoors? Not as Much as You Might Think](#)
-  [Natural Resources Changes on Millennium Challenge Scorecards: People vs. Environment](#)
-  [Cloudforce NYC: Expectations of Enterprise Transparency](#)
-  [WikiLeaks: New Frontiers in International Law](#)
-  [Social Factors in HIV/AIDS Response: Uganda and Tanzania](#)
-  [Ethiopian Christian Liturgical Chant & Historical Context](#)
-  [A Case Against Onobrakpeya: Body Marking as a Cornerstone of African Art](#)
-  [The Comparative Origin and Usage of the Ge'ez Writing System](#)

## Languages

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- ✦ English Native
- ✦ Spanish, Elementary
- ✦ Amharic, Basic
- ✦ French, Basic

## Interests

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- ✦ Swimming
- ✦ Painting
- ✦ Gardening
- ✦ Woodworking
- ✦ Cooking
- ✦ Kayaking