

RoundPeg

ATTN: Anne Boyle, Partner and Director of Strategy

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Wheaton, MD 20902

jobs@roundpegcomm.com

Dear Ms. Boyle,

I recently learned about the open position at RoundPeg as an Online Marketing Associate, and I would be delighted to be considered a candidate. I have dedicated the last few years to helping fast-paced teams further their important causes, and would like to continue doing so with your team.

In my recent role as Campus Systems Director at AIPAC, I developed, implemented and managed projects involving dozens of moving pieces and stakeholders across departments and organizations who had to be in sync and happy. I played an integral role in a mass email campaign targeting all of our constituents from the past five years, through which we succeeded in mobilizing hundreds of activists under a tight deadline. Additionally, I coordinated a long-term data migration initiative to align my department with the rest of the organization. Through in-depth conversations with my colleagues, I was able to create a strategy that moved our department to its new, agile CRM (Salesforce) implementation.

As a consultant for PresenTense, an incubator for social entrepreneurs, I collaborated on and launched a new communications and social media plan that empowered the organization's fellows to share their causes with a broader audience.

In all of my work, I proactively keep up-to-date on the latest relevant technology and news, which enables me to find the best solutions for my clients' needs. For instance, I have tried to embrace mobile-first responsive design into my newest project: [Nimble Nation](#), a catalog of resources for nonprofit technologists and social entrepreneurs. Since I was already knowledgeable in Wordpress, I decided to build it in Drupal to teach myself its complex theming system. I designed the entire site myself, up to and including the logo.

I am seeking a salary of \$57,500, negotiable based on specific job responsibilities and total compensation package. I am most interested in finding the right team and the right job, not just a salary match.

My resume and portfolio are attached, and I hope to hear from you soon.

Thank you for your time and consideration.

All the best,

Alex Kadis

alexkadis.com/resume

Digital project management professional with significant accomplishments in: business strategy, coordination and implementation of digital projects, developer and vendor management, and effective multichannel communication.

LEADERSHIP AND WORK EXPERIENCE

Campus Systems Director, Leadership Development Department

December 2011 – April 2013

*AIPAC, American Israel Public Affairs Committee, America's pro-Israel lobby**Washington, DC*

- Orchestrated communications for a mass email mobilization campaign. Identified over 10,000 activists from disparate sources; drafted, tested, and optimized an eight-part campaign (Real Magnet), resulting in initial open rates of over 36%.
- Assessed and translated coworkers' database requirements into technical specifications, leading to successful implementation of CRM (Salesforce) in the department and integration into organization's data management structure.
- Developed and managed registration and application processing throughout the year, including internship program with over 300 applicants for 40 spots, Policy Conference with 2,000 students (over 10% of the entire conference) with 12 scholarship types tied to 30 budget lines, and three other yearly training seminars with 400 participants each.
- Managed and trained 15 interns during academic year, coordinating with departmental and regional supervisors.
- Streamlined recruitment and financial reporting systems, saving the department tens of thousands of dollars.
- Maintained and strengthened relationships between students, travel agencies, hotels, and colleagues by quickly responding to all operational and logistical questions leading up to, during, and after conferences.
- Collaborated with IT, Events and Finance Departments to ensure timely and accurate flow of operational information.
- Organized, defined specifications, and approved all travel, hotel, and catering logistics for leadership conferences.

Social Media and Web Communications Strategy Consultant

May – August 2011

*PresenTense, incubator for Jewish social entrepreneurs**Jerusalem, Israel*

- Collaborated with team to create a media plan within existing web infrastructure (Drupal). Fostered an environment where participants felt personally invested in PresenTense's digital properties, leading to higher engagement.
- Implemented PresenTense's new online communications plan, coordinated blog posts by 20+ fellows and staff, drafted press releases, interviewed participants, and trained fellows and volunteers in effective use of social media.
- Synthesized early concepts for eLearning initiative into a comprehensive Request For Proposal outlining PresenTense's ideal platform, ensuring that the organization could sustain its rapid growth and remain competitive in its field.

Mentor, Teacher, Tutor, Intern

August 2010 – June 2011

*OTZMA, ten-month volunteer/leadership program**Ashkelon, Beit She'an & Jerusalem, Israel*

- Evaluated underdeveloped community's varied needs; developed an after-school program for ten at-risk children.
- Taught 60 children conversational English at a local elementary school, inspiring them to love the language.
- Mentored at-risk and autistic teenagers in a local high school and at an after-school recreational center.

Co-Founder and Student Coordinator

2008

*Obama for America, Lehigh University Students for Obama**Bethlehem, PA*

- Recruited and managed 25 student volunteers, leading to registration of 1850+ voters before Election Day.
- Executed Get-Out-The-Vote efforts on campus, coordinating with campaign HQ and Lehigh University's legal council.

Activist and Columnist

Fall 2009 – Spring 2010

*Lehigh University**Bethlehem, PA*

- Authored 12 well-received op-eds and articles as "The Campus Activist" columnist for university newspaper.
- Facilitated discussions on issues of equity, social justice, and discrimination with dozens of students and faculty as a peer leader in Lehigh's Office of Multicultural Affairs, informed by study-abroad experience in Durban, South Africa.

EDUCATION

Bachelor of Arts, Political Science – Lehigh University

May 2010

*Minor in Mass Communications**Bethlehem, PA***Semester Abroad – School for International Training**

January – May 2009

*Reconciliation and Development Program (inequality, poverty, discrimination, political violence)**Durban, South Africa*

Portfolio Item: Mass Mobilization Campaign

While at AIPAC, I played an integral role in a mass email campaign targeting all of our constituents from the past five years, through which we succeeded in mobilizing hundreds of activists under a tight deadline. The first in a series of eight emails is included below.

**AIPAC | THE AMERICAN ISRAEL PUBLIC AFFAIRS COMMITTEE**

Dear INSERT_FIRST_NAME,

I'm writing from Jerusalem after spending the day in the South of Israel to ask for your help.

Since Monday, more than 400 rockets have been fired from Gaza into Israel, including one that tragically killed three Israelis in Kiryat Malachi, and one that struck in the vicinity of Tel Aviv. Here are a few actions you can take today that would make an enormous difference:

Mobilize Your Base

Now is the time to empower your fellow pro-Israel activists to engage their Members of Congress and campus leaders. Encourage them to [read](#) the latest AIPAC Memo on the situation in Gaza and to [learn more](#) about the terrorist threat from Hamas. Urge them to share videos about the situation in Southern Israel: a [Mother's Perspective](#) and a [First Responders Perspective](#).

Contact Your Members of Congress

Thank your Senators for sending an overwhelming message of solidarity with Israel by passing, with unanimous consent, a resolution introduced by Senators Kirsten Gillibrand and Mark Kirk. This bipartisan resolution expressed firm support for Israel's inherent right to act in self-defense to protect its citizens against acts of terrorism. Learn more [here](#). Contact and thank your senators [here](#). Want to see what other members of Congress are saying about the situation? [Read more](#).

Engage Your Campus Leaders

Reach out to key campus influentials and educate them about the situation in Gaza. Work with members of your Student Government Association and leaders of your College Democrats and College Republicans to demonstrate bipartisan support for the safety and security of Israel by publishing joint statements and op-eds in campus and local newspapers.

Stay Continuously Updated

For the latest news and information, like AIPAC on Facebook www.facebook.com/aipac and follow AIPAC on Twitter www.twitter.com/aipac

We will continue to provide you with valuable information and additional action items as the situation evolves.

Thank you for all your good work,
Jonathan Kessler
AIPAC Leadership Development Director

Portfolio Item: PresenTense eFellowship

As a consultant for PresenTense, an incubator and fellowship for social entrepreneurs, I crafted the initial specifications for their eFellowship, an e-learning platform that is central to ensuring long-term sustainability and international growth for the organization. I led discussions with staff, fellows, coaches, and mentors in order to address disparate users' needs, and synthesized their ideas into a wireframed an RFP and "User Journey". My work, included below, was used to identify the best technical provider. More details are available at: PresenTense.org/eFellowship.

PresenTense eFellowship Request for Proposal (Pages 4-7)**Purpose**

The PresenTense Group would like to develop an eLearning Platform that will support the online educational needs of the organization going forward. The web development agency that partners with PresenTense would create an innovative, automated, and gaming-influenced platform for social entrepreneurs to launch new ventures. Upon completion of the development of the first stage of the project, all content and graphics will become the sole property of The PresenTense Group. The web development agency will be given the option to negotiate with PT at a later date the ability to license the code for use by other organizations.

Description

Create a flexible, easy to use, online educational platform to teach our Fellows about social entrepreneurship using the PresenTense curriculum. The website must be user-friendly, have an intuitive interface, be multilingual (English, Russian, Hebrew with proper right-to-left support), and allow for quick management of users without technical know-how.

To be effective, our eLearning Platform must be

- Easy and intuitive
- Visually pleasing
- Safe and secure
- Quick to load and operate

Technology needed:

- PHP, MySQL
- Uploading, viewing and managing of videos via Vimeo API
- Uploading, embedding and managing of documents via Slideshare API
- Interaction with database hosted by Salesforce via API
- Interaction with main website created on Drupal

Types of users needed immediately:

- Fellows (the "students" of the platform)
- Coordinators (the "teachers"/"managers" of the students, they help move the curriculum along), admins of their clusters.
- General Administrators, can edit anything on the entire eLearning platform.

Types of users to roll out soon after:

- Coaches (to view the progress of the Fellows and give advice)
- Mentors (to be available as a resource for Fellows to ask questions and dispense general business advice)

Types of users that would be nice to have:

- Steering Committee Members (to select the Fellows for our in-person fellowships)
- Forum moderators

Clusters

Clusters are the Fellows' "classes"; a group of Fellows who will support each other in their journey from the beginning to the end of the Fellowship. They work together to brainstorm ideas, and will rate the work done by their classmates. Once the Fellow completes "level one" and decides to pay to access the rest of the system, he/she will fill out a survey. The system will determine the appropriate cluster for the Fellow based on the information in the survey: how much time they plan on spending on the platform, their goals, etc., in order to place Fellows with peers who have similar goals.

Discussions, Rating, Gamification:

The discussion forums will be split by language, city, cluster, level and role.

- Everyone will have access to post in any language or city.
- Only Fellows, Coaches and Mentors of cluster can see the posts for cluster.
- Coordinators, Staff and Administrators have access to everything
 - Coordinators have admin privileges within their clusters, in order to manage fellows, coaches, and mentors - and it must be very simple and easy to use, and can be managed in bulk
- Fellows may only see forums for their current level or below.

The system will have a gaming element that may become more complex as time moves on. At first, the users will be able to rate quality of the work of other users. If Fellows receive a high enough score, they are permitted to "level-up". Everything put online by all users can be rated and commented on. Fellows can also earn points by rating the work of others and receiving high ratings for their comments and other posts.

Curricula

The general curricula is cyclical, with each cycle being a level of the "game" to complete:

1. **Seminars**, given via pre-recorded video or video chat, allowing for comment, rating, and Q&A amongst Fellows, Coordinators, Coaches and Mentors.
2. **Clusters**, a discussion forum amongst the Fellows' cluster. "Level one" Fellows will not yet have a cluster, and can instead use the discussion forum available to all members.
3. **Milestones** are the Fellows' homework that must be turned in and will be rated on by the other members of their cluster (if they have one yet, otherwise their milestone is submitted to everyone for rating). When coaching is added to the system, the coaches will give their experienced feedback that will also be shared with other members of the cluster to learn from.
4. **Case Studies** are videos, webinars, and other media presented to Fellows.
5. **Mentors** give Fellows feedback and professional opinion in a question and answer part of the forum
6. **Survey**, Fellows must fill out a survey explaining what they learned, what they would improve in this level, how they could improve themselves, etc.

Only after every element is completed in the cycle, and the Fellow receives a high enough rating by their peers do they move up.

User Experience of an eFellow

The user experience is cyclical

** = user cannot access until they get to level 2 and pay to upgrade

1. User Signs up, takes an intake survey, and agrees to values statement, terms of service, and privacy policy
2. User is presented with a dashboard, from there they can see:
 - Notifications
They can see what's been happening new that involves them or their cluster**
 - Profile (link to edit as well)
 - Discussion forums
General discussion forum link

- My cluster**
Cluster discussion forum link
- Case Studies
- Ask the Experts
A part of the forum for a Quora style question and answer
- 3. Seminar
 - Video and Slideshare embedded slideshow - slideshow also available for download
 - A list of 'things think about' while watching the seminar
 - A place to take notes that is auto saved, so Fellows can refer back later
- 4. Discussion
 - Fellows discuss the seminar and their milestones with the entire community in the section of the forum dedicated to those aspects of the curriculum
 - Fellows also discuss the content of this level with members of their cluster**
- 5. Milestone
 - Fellow can upload the milestone at any time via Slideshare API, but it's recommended after they view the seminar first
 - Milestones can be commented on and rated by everyone.
 - Fellows must leave comments and ratings on at least $\frac{3}{4}$ of the milestones of the other members of their cluster
- 6. Case Studies and Ask the Experts**
 - Fellows can view interesting presentations (identical technically to seminars)
 - Fellows can ask questions in a Quora style question/answer forum and get quality, knowledgeable responses
- 7. Survey
 - Grayed out until milestone is complete and high enough rating.
 - Must fill out survey to pass to the next level (it's the last step).

Fellows receive a notification when:

- Someone from their cluster uploads a milestone
- Someone comments/rates their milestones
- Someone posts a new discussion thread in their cluster
- Someone comments/rates on a discussion they participated in
- A Fellow that they "follow" uploads a milestone

User Experience of a Coordinator

Coordinators are the admins for all of their clusters

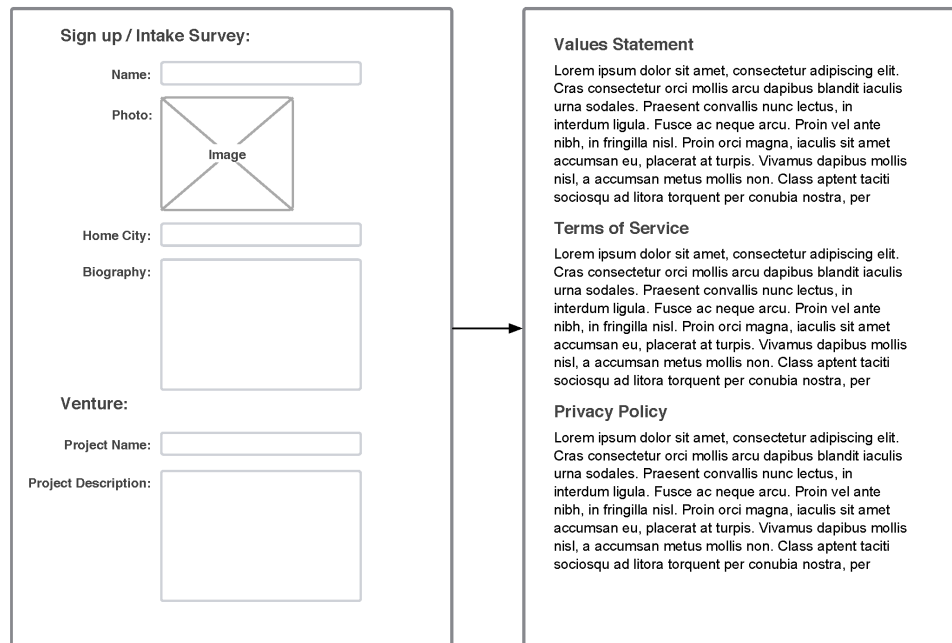
- They can see, comment, delete/un-delete, rate, set user roles, invite users, and generally take any action required of an administrator
- Dashboard
 - An easy-to-use dashboard is key to making administration of the eLearning platform possible, it needs to provide usable data, and easy follow-up for coordinators
 - [Why Building Great Admin Dashboards Can Lead To Amazing Product](#)
 - [Build a Killer Product Faster! The Secret of User Activity Streams and Cohort Metrics](#)
 - [Cohort Metrics For Startups Revealed – Part I: Plain English](#)
 - Recent comments
 - Recent highly rated comments and milestones
 - Recently flagged comments and milestones
 - Recently flagged users

- Survey results with graphs letting us know how Fellows feel they have improved, and what they thought about when completing the level
- Management of users in bulk
 - Adding users
 - Changing the role of users
 - Messaging users
- Managing documents from Slideshare, and videos on Vimeo in bulk
- Discussions
 - Coordinators should be answering questions and generally managing the forums,
 - They should pay special attention to posts within the Clusters forums

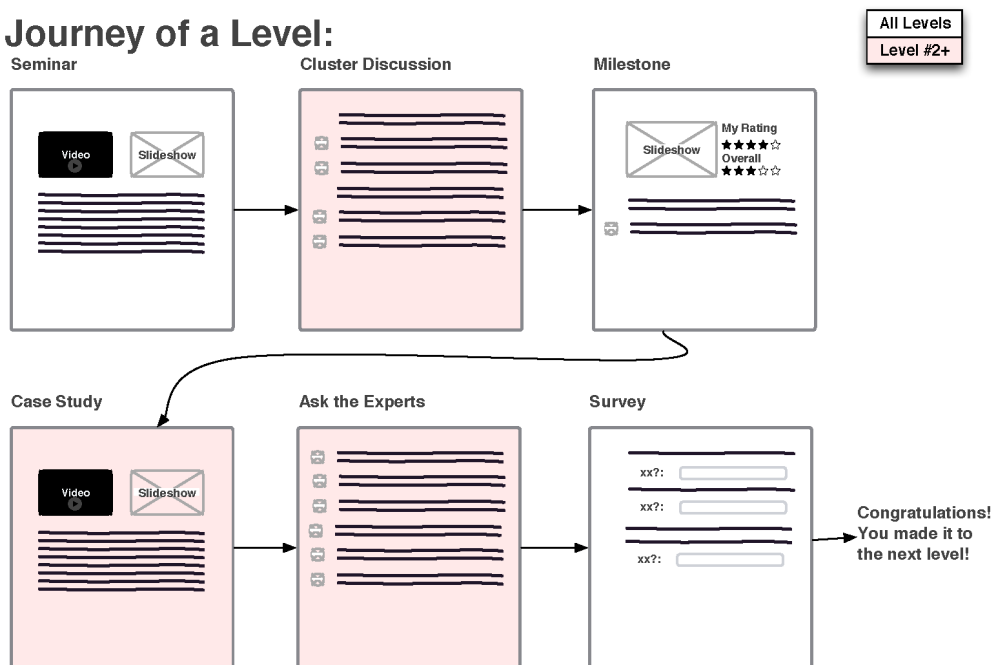
User Experience of an Expert

- Once a day, mentors receive a digest email with all of the questions from Ask the Experts forum, along with other answers to questions they have answered. If they find a question to be interesting, can click on a link, which logs them in automatically and lets them post a reply right away. The key is no fuss access and no wasted time.

Presentense eFellowship User Journey (Pages 7-10)



Journey of a Level:



Dashboard:

PresenTense	3 Notifications Dashboard Profile Account
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[Messages](#)
[Discussions](#)
[My Cluster](#)
[Ask the Experts](#)
[Curriculum](#)
INSPIRATION
[Visioning](#)
[Seminar](#)
[Cluster Discussion](#)
[Community Discussion](#)
[Milestone](#)
[My Milestone](#)
[Example Milestones](#)
[My Cluster's Milestones](#)
[Case Studies](#)
[Survey](#)
[Environmental Scanning](#)
IDEATION
[Social Business Models](#)
[Prototyping & Assessment](#)
IMPLEMENTATION
[Operations & Finance](#)
[Sales & Fundraising](#)

Welcome to the Presentense Fellowship!
Let's get you started...

Why don't you introduce yourself in the [discussion forums](#).

After that, go ahead and [read the curriculum](#).

Once you're ready, dive right in and [watch the first seminar](#) on Visioning...

3 Notifications

Fellow123 (a member of your cluster) has uploaded a milestone for level #2
Fellow212 (who you follow) has uploaded a milestone
2 people have commented on your milestone for level #2

Discussions available to a Level #2 Fellow:

General Discussion

INSPIRATION

Visioning

General Discussion

Seminar

Milestone

My Cluster's Discussions

Case Studies

Environmental Scanning

General Discussion

Seminar

Milestone



My Cluster's Discussions

Case Studies

Ask the Experts

Ask the Experts is a Quora style Q&A part of the forum where only Experts can answer, but anyone with access can ask.

Seminar:



INSPIRATION > Visioning	
Seminar on xyz	
	
Things to keep in mind about while watching this video.....	
My Notes:	<div>Text Auto saves....</div>
Discuss	<div>With your Cluster With the Community</div>
Milestone	<div>My Milestone Examples My Cluster's Milestones</div>
Case Study	
Ask the Experts	
Survey	

All Levels
Level #2+

Technically similar to seminars, but covering slightly different topics

Unlocks when all previous tasks for level are completed.

Discussion:

INSPIRATION > Visioning	
Seminar	
Discuss	
With your Cluster	With The Community
Things to keep in mind with this section/level...  Fellow 002: How did you guys write up your milestone? 39 users gave this comment: ★★★★★  Fellow 333: I just heard a great lecture about Venture... 2 users gave this comment: ★★★★★ Search: <input type="text"/> New Discussion...	
Milestone	
My Milestone	Examples
My Cluster's Milestones	
Case Study	
Ask the Experts	
Survey	

Highlighted & Linked when mouse hovers over

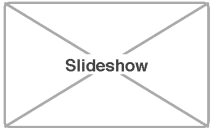


There is a discussion topic on this section/level in the general forums for any user that is that level or above to see and comment on.

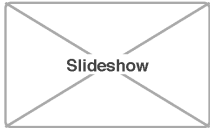


See the entire discussion forum (not just for this section/level)

Scoring:

Fellows must comment and rate on 3/4 (or some other %) of the other Fellow's milestones within their cluster. Those comments are rated, discussions in all of the forums are also rated and fellows must obtain a certain score in order to unlock the survey, and move up.

Milestone:

INSPIRATION > Visioning	
Seminar	
Discuss	
With your Cluster	With the Community
Milestone	
My Milestone	Examples
My Cluster's Milestones	
Things to keep in mind with this section/level...  Slideshow Ratings by your cluster: ★★★★★☆ Overall Ratings ★★★★★☆	
 Fellow 002: I like your milestone, but you're missing..	
 Fellow 123: Awesome, 5 stars! I learned a lot about..	
Case Study	
Ask the Experts	
Survey	

INSPIRATION > Visioning	
Seminar	
Discuss	
With your Cluster	With the Community
Milestone	
My Milestone	Examples
My Cluster's Milestones	
Fellow 212's Milestone...  Slideshow My Rating ★★★★★☆ Overall ★★★★★☆	
 Me: You really could improve your delivery by doing..	
 Fellow 212: Thank you everyone for the feedback!	
Case Study	
Ask the Experts	
Survey	