Daniel Buchbinder

Photography, Video, Media Design & Consultant / Expert

// PROFILE

Highly experienced and accomplished professional with vast experience in photography, video production, web design and educational management. Successfully implemented a wide range of technology rich projects and academic programs for Colleges and High Schools. Dedicated, enthusiastic and dynamic manager with excellent working relations with faculty, students and clients.
Have strong communication and organizational skills.
Highly knowledgeable in Search Engine Optimization techniques with wide usage of Social Media.

// CONTACT

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LINKEDIN   daniel buchbinder

WEB SITE: **DANIELNH.COM**

// EXPERIENCE

ISRAMEDIA   (www.isramedia.com)   1998 - 2016
Owner

My private company, Isramedia, specializes in providing services in digital photography, interactive web development, video production, social media and SEO to companies in Israel, Germany and US. Among our clients are institutions such as Neue Wohnraumhilfe gGmbH, Technion Israel Institute of Technology, Hebrew University and commercial companies such as Meditrac Ltd., Tzora Active Systems, Wiedder Plastic Surgery, etc.

ORT KYRIAT MOTZKIN HIGH SCHOOL AND COLLEGE, ISRAEL.   2002 - 2012
Head of Media & Photography Dept.

In 2002 I established a Dept. of Media and Photography at ORT Kiriat Motzkin College and High School. I lead a team of dedicated lecturers, teachers and trainees. I managed the department's budget and equipment, as well as educational and pedagogical aspects. Under my supervision, the department grew to become one of the largest in Israel. In 2010 I received the **Award for Excellence in Teaching** from ORT Israel and the Ministry of Education.

ORT ISRAEL (A CHAIN OF 360 SCHOOLS IN ISRAEL)   2008 - 2014
Consultant for developing Media & Photography Departments.

Responsible for designing and supporting several academic institutions in implementing specialized media-oriented programs for high-schools and colleges throughout Israel. Topics include video, digital photography and digital art, communication and graphic design.

My responsibilities included proving professional development, workshops and ongoing mentoring to teams of teachers interested in establishing a Media & Photography department in their school or community college. Under my supervision and guidance 8 high schools and 2 colleges have established and successfully ran Media & Photography departments or programs.

ORT ISRAEL AND ISRAELI MINISTRY OF EDUCATION.   2008 - 2014
Curriculum and didactical material developer

Responsible for creating a new academic digital photography curriculum which meets the needs of diverse student populations. In 2009 this curriculum was adopted by ORT Israel and approved by Israeli Ministry of Education. It is currently implemented across various high schools and colleges in Israel.

My contribution to the curriculum continued until 2014 (from the US), by supervising and evaluating as well as designing online tools and eBooks for students and consulting to test writers.

// **EXPERIENCE** (cont.)

S.P.M. TECHNOLOGIES **1996 - 1998**

Managing Director and Consultant to L.N. Technological Incubator Ltd.

As a manager of SPM Tech., a start-up company for development of medical solutions, I created technical visual portfolio & documentation, designed medical trials and compiled reports for the FDA.

ISRAELI MINISTRY OF EDUCATION, NORTHEN DISTRICT **1993 - 1996**

Consultant for developing Media and Communication Departments

Responsible for establishing Media and Communication departments in High-Schools in Northern Israel.

KFAR GALIM HIGH AND BOARDING SCHOOL, ISRAEL **1989 - 1993**

Boarding School Director and Educator

BIOMEDICAL DEPT., RAMBAM MEDICAL CENTER. ISRAEL **1977 - 1989**

Biomedical Engineering Research & Development

Head of Biomedical and Bioinformatics staff (from 1979). I conducted research in neonatal intensive care (, otorhinolaryngology and gynecology.
Consultant to the Israeli Ministry of Health Chief Scientist in Bioinformatics.

// **EDUCATION**

B.SC. - BIOMEDICAL ENG.
1975 - 1979
Technion - Israel Institute of Technology, Israel

FILM/VIDEO PRODUCTION AND DIRECTION
1986 - 1989
Israeli Institute of Cinematography

MASTER PHOTOGRAPHER
2001 - 2002
Universidad Europea de Madrid, Spain

// **REFERENCES**

PROF. EDWARD HINSON

Associate Professor of Mathematics, Department Chair, University of New Hampshire

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YOEL ROTSCHILD

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LUCIA GOODHART

Educator, Board of Jewish Education, Baltimore

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WOLFGANG BAUER-SCHNEIDER

Managing Director, Neue-Wohnraumhilfe gGmbH, Darmstadt, Germany

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// ADDITIONAL COURSES AND QUALIFICATIONS

ORT SINGALOVSKY, TEL-AVIV.   **1998 - 2000**
Photography, Graphic and Web Design

THE ISRAEL ASSOCIATION OF COMMUNITY CENTERS.   **1994 - 1995**
Management and Administration in informal Education

HAIFA RADIO.   **1992 - 1993**
Radio Broadcasting and Music Editing

HAIFA UNIVERSITY, ORANIM CAMPUS.   **1990 - 1994**
Mentoring and Resource teaching

UNIVERSITÉ PARIS SORBONNE, FRANCE.   **1987 - 1988**
Biomedical Engineering and Medical Information Services

// LANGUAGES

- o **English**
- o **Spanish (mother tongue)**
- o **Hebrew**
- o **French: fluent spoken, excellent read and write.**
- o **Portuguese and German: fair read and understand**

// SKILLS

PHOTOGRAPHY & VIDEO EDITING AND DP SOLUTIONS (ADOBE CC)   **+ + + + +**
Expert Level in Adobe Photoshop, Photoshop Lightroom, Adobe Premiere, After Effects, Illustrator, InDesign, Dreamweaver.

HTML, CSS, SEO & SMO SKILLS   **+ + + + +**
Professional level HTML (incl. HTML 5), CSS (incl. CSS3), JavaScript and Flash as well as Analytic Tools (such as Google Analytics) and Social Media Tools (Tweeter, Facebook, LinkedIn, etc.).

DIGITAL PHOTOGRAPHY & VIDEOPRODUCTION   **+ + + + +**
Master level in Digital Photography and Photoshop editing, Lighting, Video Production and Editing.

OFFICE & EBOOK DESIGN   **+ + + + +**
Expert level in Word, Access, Excel, PowerPoint, Publisher, Camtasia studio and EBook designing software