

## Ida C. Benedetto

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www.idaimages.com Brooklyn, NY 11201  
914-329-6182

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### EXPERIENCE

- Strategy Intern**  
May - Sep 2009  
Big Spaceship, New York, NY, USA  
Plan and execute digital marketing strategies with designers, developers and producers for a range of companies and institutions. Research industry trends around narrative and interactivity, participate in project brainstorming, audit client content, and write strategy briefs.
- Salon Producer**  
Sep 2008 - May 2009  
BAGnewsNotes, Los Angeles, CA, USA  
Collaborated remotely with blog publisher to host online salons where academics and photojournalists to discuss visual politics. Sculpt topics, edit photography, manage event, and publish transcripts.
- Research Intern**  
Jan - April 2009  
Local Projects, New York, NY, USA  
Researched images and developed content for interactive design projects. Clients include the National Museum of American Jewish History, National September 11th Memorial Museum, and National Building Museum.
- Asset Manager and Photographer**  
Nov 2008 - Mar 2009  
Do1Thing, Newark, NJ, USA  
Produced behind the scenes documentation of the project. Promoted activities through internet social networking. Managed photography assets for internet publication.
- Strategy Consultant**  
August 2008  
Sudden Flowers, Addis Ababa, Ethiopia  
Produced a report on the pedagogically methods of the youth video collective through direct observation and interviews. Advised on publicity materials. Drafted strategy for business model innovation and social entrepreneurship.
- Producer and Photographer**  
Nov 2007 - Jan 2008  
Cafe Conciencia, Quetzaltenango, Guatemala  
Collaborated with a graphic design collective on marketing strategies for fair trade coffee of five Guatemalan cooperatives. Photographed farmers for promotional material. Produced multimedia on advocacy initiatives.
- Outreach Strategy Intern**  
Jan 2007 - Dec 2007  
The Open Society Institute, New York, NY, USA  
Analyzed, archived, and produced reports on the Documentary Photograph Project's 8 years of grants and exhibitions. Developed workshops on the project's philosophy. Proposed web site content and architecture.
- Archivist**  
May 2005 - Jan 2007  
Magnum Photos, New York, NY, USA  
Updated negatives archive of 6 decades of work by over 80 photographers to current archival standard. Coordinated print orders from collectors and publications.

### EDUCATION

- BFA, Design & Technology**  
May 2009  
Parsons The New School for Design, The New School University, New York, NY, USA  
BFA Scholarship and BFA Dean's Scholarship  
Thesis: Lilliput, an interactive travel log.
- BA, History**  
May 2009  
Eugene Lang, The New School University, New York, NY  
Eugene Lang Scholarship  
David Woods Award for Humanitarianism.  
Thesis: From One Farmer to Another, Historical Identity in Two Fair Trade Farming Communities.

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### AWARDS & GRANTS

Fulbright Commission of the United States. 10-month grant to Ethiopia, 2009-2010.  
Chase Community Development Competition: New Orleans. 2nd place team entry, 2008.  
Parsons Student Senate, The New School University. Grant for project production, 2008.  
Eugene Lang Student Union, The New School University. Multiple grants for project production, 2007.  
India China Institute, The New School University. Grant for field research in India, 2006.  
Eddie Adams Barnstorm XIX. Workshop student, 2006.  
Nikon Campus Student Award. Best of June, 2006.  
Independent Press Association Award. Best Photo Essay, 2005.

### SKILLS

Digital photography production and post-production. A/V production. Adobe Creative Suit. HTML, CSS, and XML. Drupal and Wordpress. Familiarity with Actionscript, PHP, MySQL, and Processing. Fluent Spanish. Basic spoken Portuguese.

### PUBLICATIONS & EXHIBITIONS

New York Magazine, The Open Society Institute Annual Report, The Newark Star Ledger, and numerous community newspapers in New York City.  
Parsons Annual Animation Juried Show. Parsons the NewSchool for Design. New York, NY. 2008.  
"From One Farmer to Another." Solo exhibition.  
Helping Hands Festival. Indianapolis, IN. 2008.  
Conference on Interdisciplinary Memory Studies. New York, NY. 2008.  
"Promesas y Esperanzas." The International Center. New York, NY. 2007.  
Studio 304 Juried Potluck Projection. New York, NY. 2007.  
Photo FEAST. Parsons The New School for Design. New York, NY. 2007 and 2008.  
"From Our Lands, In Our Hands." Solo exhibition.  
Neutral Zone. New York, NY. 2007.  
United Students for Fair Trade Conference. Boston, MA. 2007.  
Santa Anita La Union. Costa Cuca, Guatemala. 2007.  
The New School University. New York, NY. 2006.  
Hayden Hall. Darjeeling, India. 2006.  
"From Bullets to Coffee Beans." Solo exhibition.  
The New School University. New York, NY. 2006.  
Bluestockings Bookstore. New York, NY. 2006.  
Cafe Conciencia. Quetzaltenango, Guatemala. 2006.  
"Remembering What Care Forgot." ABC No Rio Gallery. New York, NY. 2006.  
Slideluck Potshow. Neo Studios. New York, NY. 2006.