

Ida C. Benedetto

Media Strategist & Producer

139 Plymouth St, #206
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Summary

Media strategist and producer working with visual media and digital technology to support storytelling, collaboration and diversity.

Professional Experience

Media Strategist & Producer | 2007 - Present

Consult to interdisciplinary production teams on narrative strategies, content development, game design and user experience for interactive, social media and transmedia experiences.

Clients: The World Bank, NORD-STAR, Barnes & Noble, CreativeFeed, PETLab, Babycastles, Winkel and Balktick Events, Global Goods Partners, Design For Social Good, Café Conciencia

Media Educator | 2007 - Present

Design and administer workshops in media literacy and production. Topics include social media, interactive narrative, photojournalism and video. Students have included practicing professionals, community leaders and junior high school students.

Clients: International Federation of the Red Cross, Internews, Addis Ababa University, Sudden Flowers Productions, United States Embassy in Ethiopia, Empire State Coalition of Youth and Family Services

Salon Editor & Producer | BagNewsNotes | Sep 2008 - Present

Curate and host online salons where academics and photojournalists discussed visual politics and photojournalism.

Festival Program Manager | Games For Change | Mar - Jun 2011

Co-curated and implemented 30-hours of programming for the largest gaming event in New York City and the only international festival on games for social impact.

Strategy Intern | Big Spaceship | May - Sep 2009

Planned and executed digital marketing campaigns with designers, developers and producers. Researched industry trends around narrative and interactivity, led project brainstorming, audited client content and wrote strategy briefs.

Research Intern | Local Projects | Jan - Apr 2009

Developed content for interactive exhibitions and installations.

Outreach Strategy Intern | The Open Society Foundation | Jan - Dec 2007

Analyzed, archived and produced reports on the Documentary Photography Project's 8 years of grants and exhibitions.

Education

Bachelors of Fine Arts, Design and Technology

Parsons The New School for Design | 2005 - 2009

Graduated with Honors.

Awarded BFA Scholarship and BFA Dean's Scholarship.

Bachelors of Arts, History

Eugene Lang College | 2005 - 2009

Graduated with Honors.

Recognized for Outstanding History Scholarship.

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Media strategist and producer working with visual media and digital technology to support storytelling, collaboration and diversity.

Skills

Adobe Creative Suite. Microsoft Office. FileMaker Pro. Final Cut Pro 7. Digital photography and videography production. Proficient in HTML, CSS, PHP, Wordpress, Drupal and Omnigraffle. Basic knowledge of Actionscript and Processing.

Fluent Spanish. Basic Portuguese. Rudimentary Amharic.

Awards & Recognitions (selected)

UnionDocs Collaborative Fellow | 2011-2012
Fulbright Fellowship to Ethiopia | 2009 - 2010
David Wood Award for Humanitarianism | 2009
Chase Community Development Competition, 2nd place | 2008
India China Institute Fellowship to India | 2006
Eddie Adams Barnstorm XIX | 2006

Exhibitions

Looking at Los Sures, multimedia public installation.
UnionDocs. New York, NY, 2011.

Tbilisi International Festival "Life Beyond Tourism."
National Art Academy, Tbilisi, Georgia, 2010.

Come Out & Play Festival. Designed and ran game "Atlantean Adrift."
New York, NY, 2009.

Art, Media + Technology Thesis Exhibition.
Parsons the New School for Design. New York, NY, 2009.

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 Unión. 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.
Café Conciencia. Quetzaltenango, Guatemala, 2006.