

BASEM D. ALY

93 CLERMONT AVENUE 🌐 BROOKLYN, NY 11205 🌐 PHONE: 917-440-3112 🌐 EMAIL: BASEM@HOOTMEDIA.COM

SUMMARY OF QUALIFICATIONS

Ten years experience in media-related fields at national and international levels. Earned Master of Arts degree in media studies. Comprehensive understanding of both technical and design dimensions of media production. Exceptional client-service, training/tutoring, and interpersonal abilities. Strong project management and planning skills. Proven ability to set priorities and work independently. Experienced in non-profit as well as entrepreneurial organizational settings. Interests include politics, philosophy and media issues.

WORK EXPERIENCE

Whitney Museum of American Art

Mar. 2003 – Present

New York City

Website Manager and Editor

- Manage, update, and develop whitney.org in conjunction with Museum staff and outside contractors.
- Work with department heads to establish priorities for online development and prepare strategies for online exhibition presentation and online marketing.
- Edit promotional emails and website copy.
- Develop interactive features for visitor feedback, educational programs, and Museum membership resources.

TimesSquare.com

Apr. 2002 – Mar. 2003

New York City

Managing Editor

- Editorial responsibility over all written content.
- Solicit, edit and manage articles, submissions, features, and advertising copy throughout TimesSquare.com.
- Developed and launched promotions such as the TimesSquare Holiday Guide, and Managed client & vendor relations.

Performance Artist, Reverend Billy

Oct. 2001 – Jan. 2003

New York City

Manager

- Develop all of Reverend Billy's promotional material and marketing, including web site [revbilly.com], mailing list, campus outreach, advertising, and promotional media production.
- Manage contacts and schedule Reverend Billy's performances & campus appearances.
- Maintain Reverend Billy's computer & information systems, including databases and PC maintenance.

McCann-Erickson Advertising Agency

Aug. 1998 – Oct. 2001

New York City

Media Systems Manager

- Managed an online toolkit of demographic media planning applications on Windows NT & Cytrix Winframes servers.
- Supervised a library of electronic resources tracking consumer media use and competitive advertising expenditures.
- Provided technical service & support to over 300 media buyers and planners in 12 offices throughout North America.
- Developed an MS Access database to track multimillion dollar TV advertising expenditures for the Coca-Cola company.

Near East Foundation [NEF]

Sep. 1995 – Jan. 1997

Cairo, Egypt

Regional Marketing and Communications Coordinator

- Supervised a 5 person Marketing unit with a \$10,000 budget responsible for establishing and maintaining relations with current and prospective donor and client organizations.
- Responsible for managing communications channels between NEF headquarters and regional offices.
- Published a comprehensive internet web site [neareast.org] featuring NEF's work in the region and established an Intranet for managing NEF's financial and management information systems.
- Designed and edited the foundation's promotional material, including annual reports, special submissions, and *Field Notes*, an on-line publication highlighting the foundation's work in the field from a human interest perspective.

SKILLS

- Extensive copywriting, editing, and proofreading experience, both print and online.
- Proficiency in a variety of desktop/ web publishing applications including Adobe Photoshop & Illustrator, Macromedia Flash & Dreamweaver, Microsoft Office suite, and MS Access database design.
- Substantial background in PC troubleshooting, software and server administration on Windows & Macintosh platforms.
- Formally trained in video production and digital video editing on AVID and Final Cut Pro systems.

EDUCATION

2000 – 2002: Master of Arts in Media Studies, New School University, New York City.

1991 – 1995: Bachelor of Arts, *Cum Laude*, in Political Philosophy, Hamilton College, Clinton, New York.