

ARI C. KISSILOFF

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EDUCATION

Ithaca College, Ithaca NY MS in Corporate Communication	1994
Ithaca College, Ithaca NY BS in Television/Radio	1990

TEACHING EXPERIENCE

Ithaca College, Ithaca NY Department of Strategic Communication Assistant Professor	1997–Present
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Teaching areas: Presentation & organizational media, visual design, print and online production, web programming, video & internet streaming, digital and multimedia journalism, interactive media & animation, Macintosh fundamentals.

Other responsibilities: Advising, independent study/workshop/internship. Department and program promotions. Development of database for online collaboration, learning, and production for the upcoming Executive Masters Degree program.

RELATED EXPERIENCE

Public Communications, Inc. Ithaca, NY President & CEO	1992–Present
<ul style="list-style-type: none">• Manage business, accounting and marketing for 19 year old firm• Develop online and print marketing materials for organizations• Major 2011 update of 14850.com online platform• Train clients in the use of computer applications• Author custom computer software• Troubleshoot computer equipment and networks• Assess software and hardware options for corporate clients	

Ithaca College, Ithaca NY

Summer freshman orientation advisor
2005–2009

Instructor, Summer Term
1998–2000, 2002

PRESENTATIONS – PEER REVIEWED

- 2011 **Roundtable: Media Literacy and Distanced Groups**
With Renee Hobbs and Cyndy Scheibe
New York State Communications Association, Ellenville NY. October 2011 (accepted)
- Panel Discussion: Connection Through Blogging**
Chair, Lewis Freeman (Fordham University)
New York State Communications Association, Ellenville NY. October 2011 (accepted)
- Roundtable: Bridging the Town/Gown Gap: Getting Students Involved in the Local Community**
Chair, Carol Fletcher (Hofstra University)
New York State Communications Association, Ellenville NY. October 2011 (accepted)
- New Technology and *The Twilight Zone***
Multimedia Presentation
Ithaca College: The 4th Rod Serling Conference, September 2011 (accepted)
- 2010 **Using Apple Remote Desktop to Facilitate Student/Teacher Classroom Interaction**
Lilly Conference East: Washington D.C. June 4.
- iPad Computing in Education.** (With Eric Howd) New York State Communications Association.
Ellenville, NY. October 23.
- 2009 **Paying Homage: The Twilight Zone in Popular Media.** Rod Serling Conference at
Ithaca College: Celebrating the 50th Anniversary of The Twilight Zone. October 3.
- Paying Homage: The Twilight Zone in Popular Media.**
New York State Communication Association, Kerhonkson NY. October 23.
- 2001 **Managing Multiple Interests: Integrating Service Learning into the Curriculum**
Paper Presented at Eastern Communication Association, Portland ME April 27.
- 2001
- Panel Participant Communication Consulting: Best and Worst Practices
 - Presentation for “Cinema & Cyberspace” on corporate product placement
Thank you for Flying Pan American, Dr. Floyd. Will you be paying for this flight with your American Express Card?
- New York State Communication Association, Monticello NY October

PRESENTATIONS – NON PEER REVIEWED AND INVITED

- 2010 **Park Faculty Colloquium on Tablet Computing in the Classroom.**
Ithaca College, Park School. Nov 9.
- A Multimedia Look at the National Park Service**
Ulysses Philomathic Library . October 21.
- 2007 **Chair, Topics in Intercultural Communication**
New York State Communication Association, Kerhonkson NY. October 20.
- 2006 **Chair, Does Privacy Still Exist? Blogs, Facebook, Cell Phones, OH MY**
New York State Communication Association, Kerhonkson NY. October 21.
- 2004 **Panel Chair: Currents in Teaching: Form and Function of Student Engagement.**
NYSCA, Kerhonkson NY. October 16.
- 2004 **Panel Chair: Identities in Interaction.** NYSCA, Kerhonkson NY. October 15.

- 2000 Invited Commentator–Theory Into Practice: Applications in Organizational Communication.
NYSCA. Monticello, NY.

PUBLICATIONS – NON PEER REVIEWED

- 2011 Using Smartphones and Tablets to Plan and Execute an Amazing National Parks Vacation
The Stamp Pad: Quarterly Newsletter of the National Parks Travelers Club, July

SELECTED CREATIVE WORK

- 2011 Culinary Kiosk – Website optimization and programming consulting
Project Look Sharp – Management & marketing consultant
Ithaca Farmers Market – Social media & website consultant (ongoing)
International Rutabaga Curling Championship – Website development (ongoing)
Triple Creek Golf Club – Website design and social media strategy/integration
New York State Communications Association – Migration from Joomla to Wordpress CMS
Proceedings of the Rod Serling Conference – Editor & Designer
- 2010 National Park Travelers Club – Newsletter design & quarterly production
greatdesign.tumblr.com – Collaborative blog on design with RIT Prof. Xanthe Matychak
- 2009 Ithaca Farmers Market – Website and online marketing strategy
Black Diamond Farm – New website design (ongoing)
Certified Properties of Tompkins County – Website & database redesign
Acadia To Zion: Visiting All of America’s National Parks – Website
- 2008 Finger Lakes Farmstead Cheese – Website (ongoing marketing)
New York State Communication Association – Credit card gateway and payment system
- 2007 New York State Communication Association – Website (ongoing)
Black Diamond Farm – Website
Internet Marketing Magicians – Website
Rod Serling Conference at Ithaca College – Event website, poster, advertising, and program
The Queen of Tarts – Website
- 2006 Alcyone Charters – Website
Rod Serling Conference at Ithaca College – Event website, poster, advertising, and program
- 2005 Stith Recording – Website
- 2004 Friends of Bezalel University – Website
- 2002 Cornell University Law School – Promotional Interactive CD
- 2001 Certified Properties – Website
Cornell Hillel – Guide to Jewish Life (Brochure)
ECLAT • NY – Multimedia training project
- 2000 Datapoint Testing Services – Website
Encore Speakers Agency – Website
Latin American Book Store – Website
Michaleen’s Florist & Garden – Website
- 1999 Cornell Hillel – Organizational brochure & events calendar
James Gardner Real Estate – Website
- 1998 Becker–Wells Agency – Intranet site
Just Desserts – Menu

- Log Country Inn – Website
- Sciarabba Walker – Website
- 1996 Comics for Collectors – Website
- Ithaca Gun Company – Website
- 1996 National Soccer Hall of Fame – Fundraising brochure
- PBS Documentary “Shtetl” – Documentary companion website
- Simeon’s on the Commons – Menu
- The Stepfamily Solution – Website
- 1995 Tompkins County Chamber of Commerce – Annual report
- 1994 Ithaca Performing Arts Center – “Anything Goes” showbill, newsletter
- Park East Synagogue – Newsletter design
- South Side Community Center – Festival program
- 1993 Share Our Strength’s Taste of the Nation – Event poster and companion cookbook
- 1992 Publisher, 14850 Magazine (ongoing – major update in 2011)

SERVICE

- 2011–present Faculty Council, Park School Representative
- Update and maintain CMD Alumni Profiles page
- 2010–present Academic Space Committee, Faculty representative
- Safety Awareness Committee, Faculty representative
- Maintain STCM Department Facebook fan page
- 2010–2011 IC20/20 Committee on Instructional Delivery Models, Park School representative
- 2009–2010 Park School Emerging Media Curriculum – Committee member
- Faculty Council General Education Task Force – Park School representative
- 2007–present Rod Serling Conference – Committee member
- 2005–present Web site development & maintenance for Pendleton Development
- Grants Committee, Park School
- 2004–present New York State Communications Association, Board Member
- 2005–2009 Faculty Council
- 2008–2009 Faculty Council, Bookstore committee
- 2006–2007 Technology Task Force, Park School
- Technology Task Force–Laptop Subcommittee, Park School
- 2005 Survey programming for Park Advising Committee
- 2005–2006 Rod Serling First Conference Committee, Park School
- 2005–2007 Pendleton Development Grants Committee, Park School
- 2004–2005 Park Planning (Internal/External Image), Park School
- 2001–2004 Park Technology Planning Committee, Park School
- Pendleton Faculty Grants Committee, Park School

2000–2001	Technical Editor, <i>Multimedia: Making it Work–5th Ed.</i> by Tay Vaughan. McGraw Hill.
2000	Re–edited OCLD department promotional video
1999–2002	Faculty Council, Ithaca College
1999–2000	Performance Based Evaluation and Learning Task Force, Ithaca College
1998–2001	Webmaster, OCLD Department Web Site
1998	Developed OCLD department web site
1997–2001	Technology Task Force, Park School
1997–1999	The Macintosh Users' Group of Ithaca, NY – Steering Committee Member
1996–1998	Downtown Ithaca Incorporated, Ithaca NY Board of Directors member Marketing Co–Chair and Webmaster
1995–2000	Networking Tompkins County, conference panel participant Yearly conference participant, and consultant
1994–1996	Community School of Music and Arts, Ithaca NY Board of Directors member and Marketing Chair

ELECTED POSITIONS

2006–present	New York State Communication Association, Director of New Media
2007–2009	New York State Communication Association, Publisher of Reports
2008–2009	Faculty Council Executive Council
2004–2006	New York State Communication Association, Publisher of Reports
2005–2006	Rod Serling Conference Committee, Co–Chair
2002–2004	Park Technology Planning Committee, Co–Chair
2002–2003	Park Technology Planning Committee, Chair
2001–2002	Park Technology Planning Committee, Co–Chair

SKILLS

Software: Adobe (Director, Dreamweaver, Flash, Illustrator, InDesign), Apple (DVD Studio Pro, Final Cut Pro, iLife Suite), Filemaker Pro, Joomla! Content Management System, Macintosh OS, Microsoft Office, Windows OS, Wordpress CMS.

Languages: BASIC, CGI, CSS, HTML, JAVASCRIPT, PERL, PHP, SQL, XHTML, XML.

SDK/API: Facebook Social Graph, Twitter REST, iOS

PROFESSIONAL DEVELOPMENT

SUNY Center for Teaching Excellence–Conference on Teaching and Learning. Plattsburg, NY
April 30, 2011

Voices that Matter–the iPhone Developers Conference. Philadelphia, PA
October 15–17, 2010

Lilly East – Evidence-Based Learning and Teaching. Washington, DC
June 2-5, 2010

Lilly East–Millennial Learning–Teaching in the 21st Century. Newark, DE.
April 16–17, 2009