**Rudy Nadler-Nir, Curriculum Vitae**

NAME RUDY NADLER-NIR

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| POSTAL ADDRESS | PO BOX 36292, GLOSDERRY |
|  | 7702, CAPE TOWN, SOUTH AFRICA |
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| EMAIL | rudyn@eclectic.co.za |
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| NATIONALITY | SOUTH AFRICAN |
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| DATE OF BIRTH | 18 APRIL 1957 (58 years old) |
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| MARITAL STATUS | MARRIED, 2 CHILDREN |

# Rudy Nadler-Nir

## Summary

* Actively involved – as scholar, educator, writer and strategist in the electronic communication and media industries and the interactive professional community for almost 20 years.
* General Manager (Content and Customer Experience) for Internet Africa, involved – with Arthur Goldstuck and others, in early research and strategic assessment of SA user actions and attitudes online.
* Founding member of iafrica.com - Africa’s largest Web Portal. Content Manager and Usage-Strategist for iafrica.com
* Strategic Director at OgilvyInteractive - the online arm of advertising agency Ogilvy & Mather, specialising in online content, search engines, traffic aggregation facilities, user experience and movement research, and user preferences research
* Freelance Strategist-at-large and brain-for-rent
* Teaching, lecturing, speaking, researching and writing extensively on various aspects of electronic media, marketing, business management and communication. UCT summer school. Triple A School of Marketing, Rhodes School of Journalism, as well as Faculty Training Institute and other professional training schools.
* Appointed external examiner and supervisor of post-graduate work (MA and higher) at the University of the Witwatersrand.
* Master's degree in Adult Learning and Global Change from the University of the Western Cape. Research: Learning at the Workplace, long-distance education, education technologies and education media.

**Areas of competencies, exploration and special interest:**

* Content and information-packets (examples: gossip, public vs. guerilla opinions) used in communication and social connectivity: email, social networks and digital kinship systems.
* “Compelling content”: identification, creation, communication principles (*ping-pong methodology*). Channels: online, mobile. Media: text-based and graphically augmented (email, MXIt, Skype, Facebook, Twitter, LinkedIn, ICQ and other peer-to-peer managers etc.) audio (podcasts) video (YouTube etc.) Birthing and controlling of content product: creating, observing and reporting on user activities - CMS and Web Analytics.
* Generation & analysis: content, traffic, transactive conduct. Analysis of visitors’ migration within content hubs (such as portals and commercial websites). Migrating content from print to web and then to mobile.
* The use of specific / ‘contrived’ language to manipulate and improve SEO. How professional writing is affected by implied language constraints and by aggregators like RSS. Semantic Web, Ontologies, Concordancing, Google Analytics, Google AdWords,
* *Sweet spots:* Social networks & digital kinship systems. Semantic Web & contextual meaning. Opinion generation & "pull"-based communication. Content, traffic & transactive conduct. Communities of Practice & the creation of effective learning models. Adapting professional authoring (journalism, marketing & user-directed communication) to cope with constraints imposed by implied-language usage (SEO, keywords etc.) & automatic aggregators (Search Engines & RSS.)

## Experience

Positions are listed in chronological order, with most recent at the top.

### Founder - DIGIACS, Reputation Observation and Analysis Services June 2011 – Present

Information Services industry, content generation, analytics, reputation and ‘SEO attractive’ content creation, digital copywriting, general writing tasks, freelance keyboard for hire.

### e-Communication & Marketing manager at Korbitec

(Information Services / Document Automation industries)

February 2004 – June 2011

E-Communication and Mark-A-Com (Marketing as Communication): email, social networks and digital kinship systems, guerrilla marketing, compelling content creation. Direct e-marketing (*Ping-Pong methodology).*

Involved in decision making, brain storming, team building, strategic thinking and planning. Originator and facilitator of products’ lifecycle: – research, needs analyses, conceptualisation, fruition, launch, feedback (design and collection) and subsequent phases.

Information and communication technology: Trends and new arrivals, knowledge acquisition, management, technology and decision making, thought and mind mapping, web theory and practice (design and communication)

e-Learning / Distance learning: designed and ran course/s, researched student behaviour, created training courses, extensive exposure to *Moodle learning environment*

Research: Vast experience (10 years) in using and teaching usage of search engines and online databases and information repositories. Consulting: Career, aptitudes and attitudes, decision making, management style and creativity in management

Writing / editing: Extensively for over 25 years (articles for publication, academic, business and fiction). Practiced and sometimes taught e-Marketing since 1992.

### Strategist-at-large and brain-for-rent at Freelance (Self-employed)

(Self-Employed, e-strategy and e-vangelism)

May 2001 – January 2004

Strategist-at-large and brain-for-rent: consulting, teaching, lecturing, speaking and writing extensively on various aspects of electronic marketing, business management and communication.

Clients included AfricaOnline, African Lakes, CNA, Faculty Training Institute (FTI), and

AAA School of Marketing

### Strategic Director at Ogilvy Interactive - Ogilvy & Mather

(Advertising agency, direct e-marketing)

October 1999 – May 2001

Client facing, ascertaining e-marketing needs, competitive analyses, reporting, facilitating links with clients and their end users through Account Managers, Brand Manager and Client handlers (such as Account Directors).

E-Communication and Mark-a-Com (marketing as communication): email, social networks and digital kinship systems, guerilla marketing, compelling content creation. Direct e-marketing (*ping-pong methodology).*

Involved in strategic / tactical decision making, brain storming, team building, strategic / tactical thinking and planning. Originator and facilitator of products’ lifecycle: – research, needs analyses, conceptualisation, fruition, launch, feedback (design and collection) and subsequent phases.

### Founding member and content Manager at iafrica.com

(Online Media industry)

April 1996 – September 1999

Overseeing (editorially) the creation and dissemination of online content by a team of 16 content writers. Designing content aggregation, based on web analytics. Managing the relationships with both users and advertisers

**General Manager, (Content and Customer Experience) at Internet Africa:**

April 1994 – April 1996

## Education

* Master's degree in Adult Learning and Global Change from the University of the Western Cape. Research: Learning at the Workplace, long-distance education, education technologies and education media.
* Researching social networks and digital kinship systems (aka *digital anthropology*.), focusing on the way young adults use mobile phones.
* Appointed external examiner and supervisor of post-graduate work (MA and higher) at the University of the Witwatersrand.

## Additional Information

**Website:** www.eclectic.co.za

**Blog:** www.toingtoing.com

**Other interests:**

* I use my personal blog *toingtoing.com* to comment on media, learning, digital culture, content, journalism, language and literature.

* Presented my own radio show on *Fine Music Radio* for 8 years. (Jazz, Brazil, Bossa Nova)
* Board Member of the New Africa Theatre Association (NATA) and Academy – a notfor-profit organisation offering training and practice at secondary and pre-tertiary levels.
* Associate Member of the Joseph Campbell Foundation: an international organisation dedicated to the work of mythologist, writer and lecturer Joseph Campbell
* I’m a Reiki Master
* Studied Sleight of Hand magic for adults at the College of Magic, Cape Town
* Loves and interests: reading and writing, music, sport (cricket and football), movies, networking and meaningful correspondence.