

BRADLEY W. LAKRITZ

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Employment Goal

To provide vision and leadership for the effective use of media and education technology in schools and other settings. To engage in the production of powerful documentary films and digital imagery for broadcast, public viewing, web, and other interactive arenas.

Employment History

- Marin Academy High School 6/98 - **Present**
Director of Educational Technology
- Bureau of Jewish Education, San Francisco 7/87 - 6/98
Coordinator, Educational Technology Resources and Media Department
- Noah's Multimedia Communications, San Rafael 1/91 - **Present**
Executive Producer
- KNBR-AM Radio, San Francisco 1/87 - 7/87
News Assistant - Sports Producer
- National Education Film and Video Festival, Oakland 1/87 - 7/87
Database Management - Catalog Production
- Video Monitoring Services of America, Inc., San Francisco 6/83 - 9/86
Production Manger
- Laboratory for Comparative Human Cognition, UC San Diego 9/82 - 3/83
Research Assistant - Video Specialist

Professional Skills and Experience

- Proven leadership for implementation of technology-based services in media and education.
- Develop and manage online school information systems (server to data layout to end users).
- Create and manage staff development program for users of education and information technology.
- Manager of 17-member audio/video news retrieval production service for nationwide clients.
- Proven leadership for implementation of technology-based services in media and education.
- Develop valued media and online services.
- Edit and publish print and online resource and media catalogs.
- Specialize in technology-based curriculum projects.
- Author and Coordinator for **FAMILY HISTORY VIDEO PROJECT** (1988-97).
- Coordinate educational media resources services for schools throughout the Northwest.
- Management Team, Coordinator - Educational Resource Team, School Services Team.
- Lay board interaction.
- Successful grant writing.
- Coordinate annual educator's conferences (600+ participants).
- Public speaking and keynote addresses at conference and other meetings.
- All aspects of film, video, audio, and computer-based media production.
- Develop and administer marketing and PR plans.
- Write media reviews for print and online publications.

Websites & Online Community

- Communicate Your Ideas - (<http://communicateyourideas.blogspot.com/>)
- Education Technology @ MA - (<http://maeducationtechnology.edublogs.org/>)
- Marin Academy High School - (courses.ma.org)
- MA Tech Wiki - (<http://matechwiki.wikispaces.com/>)
- Noah's Multimedia Communications Network - (<http://www.nmmc.net>)
- Nesvizh Research Group - (<http://www.shtetlinks.jewishgen.org/Nesvizh/nesvizh.html>)

Education

BA - Department of Communication, University of California at San Diego, 1983.

(Minor concentrations: Political Science, Philosophy)

College of the Sequoias, Visalia, CA 1978 - 79.

(President's List)

Hanford High School, Hanford, CA 1974 - 78.

(Student Body President, California Scholarship Federation - Life Member)

Special Skills

Demonstrated leadership ability; organizational teamwork; research, educational, grant and creative writing; project development and coordination; 22 years teacher and staff development; effective interpersonal, telephone, and electronic communication; extensive computer experience (blogging, databases, networking, desktop publishing, servers, telecommunications, WWW); 28 years photography and film/video production experience.

Membership Organizations**Member Since**

Association for Supervision and Curriculum Development	1993
Bay Area Video Coalition	1990
Computer Using Educators	1988
International Society for Technology in Education	1987
Jewish Education Service of North America (Media Resource Network)	1990
Media Alliance	1985
North Bay Multimedia Association	1996
Northern California Film Institute	2000