# Christopher David Kaufman

**Senior Consultant Social & Mobile Solutions at Oracle**

Greater Los Angeles Area, CA, US

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## Biography

Corporations ask me to do one thing: Ease their pain points by using creative cutting edge applications by applying the "Social Dynamics of Communities and Crowds" via social, mobile, enterprise wide technologies. Combining my degree in Human Complex Systems (UCLA) and for 15 years of creating software, building communities, and marketing consumer packaged goods and entertainment properties, this work has made me an expert in the following: Social CRM Specialist, Digital Marketing Strategist & Social Data Architect, Online Community Engineer, and New Media Product Director in a wide variety of social media & entertainment business applications. Particularly, I am fervent about building enterprise social data platforms and interactive gamification designs for clear ROI. So I am passionate about the Science of Social Interaction... When not working on turning big social data projects into creative digital campaigns, I am generally doing research in online subculture projects, as well as studying the social capital of emergent message interactions in new social networks. And if time permits, I am advising start-ups, creative projects find funding through crowd-funding consulting or in live event organizing. Specialties: International Social Media Multi-Channel Campaign Management, Social Data Capture & Social Data Intelligence Design, Localization, Digital Marketing Strategist, Web Application Product Management, Web Content Distribution, Online Non-profit Branding, Crowd Funding Strategies, Event Market Planning, Java, C/C++, Visual Basic Net, XML, HTML, JavaScript, Site Usability, CSS, Various CMS layout/Design tools

## Availability

Panelist, Workshop, Corporate Training

## Industry Expertise

Media - Online, Entertainment, Direct Marketing

## Areas of Expertise

Data Analysis, Social Media Marketing, Strategy Development

## Affiliations

American Association for the Advancement of Science, American Sociology Association, Meetup.com, American Psychological Association, Mensa

## Education

**University of Southern California**
Film Cinema

**University of California, Los Angeles**
BA Sociology Human Complex Systems

**Ojai Valley School**
High School General Studies

**Santa Monica College**
Associate of Arts Business Administration

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