

# CV

# Alex Gekker

## Personal

<b>Birth date</b>	April 19 <sup>th</sup> , 1985	<b>Nationality</b>	Israeli
<b>Residence</b>	Sint Jacobsgracht 24a, Leiden 2311 PW, the Netherlands	<b>Email</b>	gekker.alex@gmail.com
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## General

Hailing from both social sciences and humanities, I have multidisciplinary theoretical and practical research experience. Combining academic excellence with professional perseverance, my interests include digital culture, games, political communications, minority media, urbanity and spatiality. Additionally, I have worked in an academic setting as research and teaching assistant, predominantly in English.

## Education

September 2012- currently PhD Candidate, Media and Culture department Utrecht University. Charting the Digital project, European Research Council under the European Community's Seventh Framework Programme (FP7/2007-2013) / ERC Grant agreement n° 283464. Expected completion: 2016.

2011- 2012 Utrecht University, Netherlands – *Cum Laude* M.A. in New Media and Digital Culture.  
Internship: Games for Health Europe – a foundation dedicated to use of games in healthcare and wellbeing, organizing annual conferences on the subject.  
MA Thesis subject: Gamocracy: Political Communications in the Age of Play. My thesis is an exploration of the growing ludic element of political culture in mediatized environment. An actor-network theory analysis of how playful behaviours and digital games alter the meaning of public information and participation in democratic processes. Grade: 9.5.  
Full courses and grades list available upon request.

2006 - 2009 The Interdisciplinary Center Herzliya (IDC) School of Communications (B.A).  
*Magna cum laude* (GPA 93) at the **Interactive Media** specialization. Studies included topics such as user generated content, participatory culture, web marketing & PR, social networks, SEO, designing user experience and usability for web/ mobile products.  
Seminar class for honours students "Media and Minorities". Final grade of 95% on the qualitative study of the structure and mode of Israeli Russian-language news channel.  
3<sup>rd</sup> year project included the design and implementation of video magazine at nocamels.com  
Full courses and grades list available upon request.

1999-2003 Hashmonaim High school. Majors included Computer science, Physics, Mathematics and English. Full diploma with honours.

## Publications

Gekker, A. (2012), *Gamocracy: Political Communication in the Age of Play*. Unpublished

MA Thesis, Utrecht University [Nominated best MA thesis: University-wide and Humanities Faculty]

Gekker, A. (2012). Legionnaires of Chaos: "Anonymous" and Governmental Oversight of the Internet. In D. Helder & A. L. Massanari (Eds.) *Digital Ethics*. New York: Peter Lang Publishing.

Lemelshtich-Latar, N., Asmolov G. and Gekker A. (2011). State Cyber Diplomacy. *Proceedings of the 15<sup>th</sup> annual conference of Israel Communication Association*.

## Experience

2009-2010 Chief Operations Officer at the IDC [Asper institute for New Media Diplomacy](#).

- Applying and teaching new and social media techniques to students.
- Developing and maintaining various web-based projects for the school, e.g the Herzliya Conference web presence on [Facebook](#), [Twitter](#) and [Youtube](#).

2009-2010 Lecturer's Assistant at the IDC In the courses: "Statistics", "Introduction to Communications: Theories and Models", and "Introduction to Academic Writing".

**Lectured in English** to classes of undergraduate students, marked papers and exams.

2009-2010 Radio host at the IDC radio station, a college radio broadcasting to greater Tel Aviv area. Hosting a personal music show and a weekly current affairs show.

2006-2009 **On-line advocacy activist**. During my studies I was active in several programs promoting and enhancing Israel's culture and people online, including my final project: Israeli innovation video blog [nocamels.com](#).

2009 Producing and directing 2 VTRs (short features) for "Chabad" Organization.

I have Researched, interviewed, and directed during a period of one week in Russia, and several weeks of post-production in Israel.

2007 - 2008 Freelance Researcher at channel 10 news, one of the leading commercial TV channels in Israel.

2006 Freelance Reporter at channel 9, the leading commercial TV channel for the Russian-speaking sector in Israel.

## Military Service

2003-2006 Israel Defense Forces (IDF) full mandatory service. Serving various positions at IDF's Spokesperson Unit, the last of which being **Head of the Russian Communication Desk (officer position)**.

- Facilitating and maintaining links to foreign journalists.
- Working with production teams on TV and print news stories, locating and pitching items and interviewees to the press.
- Reporting directly to the head of the Media Branch.

### Professional skills:

Excellent qualitative and quantitative research skills, including web tools for data gathering and analysis.

Highly proficient with Video filming and editing (Final Cut, Sony Vegas, Adobe Premier).

Highly proficient with Web 2.0 platforms.

Excellent presentation skills- verbal, written, Prezi and power point

Excellent text writing and editing skills.

Fully proficient with Microsoft Office.

### Fields of interests:

Creative writing (short stories and poetry), reading, cinema (including filming short features), debating, running and basketball.

### Languages:

**English, Hebrew and Russian:** Native speaker level.