

INTERNATIONAL COMMUNICATIONS PROFESSIONAL

- ◆ Native English speaker with excellent written and oral communications skills; fluent in Hebrew
- ◆ Strong working relationships with international media, corporate and community leadership
- ◆ Professional and lay leadership experiences in Jewish community, culture and business sectors
- ◆ Personable, creative thinker with strong organizational skills and a sense of humor
- ◆ Recent *olah* passionate about *hasbarah* and promoting positive Israel message

EXPERIENCE

The Israel Museum, Jerusalem

Foreign Press Officer

2014 – 2016

Daily interaction with international media in Israel and around the globe to promote Israel's largest cultural institution.

- ◆ Write/distribute press releases announcing donations, annual and individual exhibition programs, attendance figures, special events, **resulting in 450+ placements** in international, art and specialty media
- ◆ Create and manage content for social media pages; **increased number of English Facebook followers by nearly 50%**
- ◆ Lead international journalists, dignitaries, Museum donors and celebrities on Museum tours
- ◆ Liaise with public relations agencies in New York and Tel Aviv on communications strategy
- ◆ Plan and implement press conferences, briefings, roundtables with international media. Planned yearlong PR activities celebrating **Museum's 50th anniversary, resulting in the largest single day attendance.** (12,000)
- ◆ Translate, write and edit advertising and marketing materials from Hebrew to English
- ◆ Respond to daily requests from Israel's Ministry of Tourism, **granted over 600 international journalists free admission to the Museum**

Celebros, Inc.

Marketing Communications Manager, North America

2011–2012

Oversee strategic direction and corporate/external communications for Israeli developer of global e-commerce search solutions. Key contributor and tactical implementer for USA division with limited resources.

- ◆ **Writer:** Press releases (new business, partnerships, technical updates, events); executive speeches; e-newsletter; sales/marketing collaterals. Content writer/editor for CEO blog and redesigned website
- ◆ **Media relations:** Created/maintained media sources; developed and pitched story ideas; arranged interviews
- ◆ **Branding:** Contributed concepts and content for social media, online advertising, email promotions

Project EZRAH (*non-profit New Jersey-based agency*)

2002–2007

Public Relations, Development and Employment Manager

- ◆ Cultivated relationships with key business, community and religious leaders. Created donor events.
- ◆ Recruited, trained and supervised community volunteers
- ◆ Writer/editor of community newsletter with 5000+ distribution. Donor correspondence, fundraising materials
- ◆ Employment and resume coach, identified part time and temporary employment within the community

John Harms Center for the Arts (*non-profit theater in New Jersey*)

1996–2001

Director of Public Relations

Developed and implemented integrated communications strategy to increase corporate and private funding. Supervised department staff and managed annual budget.

- ◆ Wrote, distributed press releases for 75+ shows annually; relevant grants and other development materials
- ◆ Cultivated and maintained strong relationships with key media
- ◆ Interacted with celebrities and VIP management.

CORPORATE EXPERIENCE

Lockheed Martin IMS (<i>wholly-owned subsidiary of Lockheed Martin</i>)	<i>Director, Corporate Communications</i>
Adams & Rinehart, Inc. (<i>now OgilvyPR Worldwide</i>)	<i>Account Executive</i>
Forbes Magazine	<i>Researcher/Reporter</i>

SKILLS

CONTENT CREATOR, WRITER, EDITOR

Press releases, social media content, blogs, e-newsletters, development materials, brochures, bios, mission statements, grant applications, case histories. Published author in business, community and Jewish media. Memoir editor.

RESOURCE DEVELOPMENT, RELATIONSHIP BUILDING

Identify resources, cultivate relationships with international media, community leaders, donors, VIPs.

MESSAGE DEVELOPMENT

Develop key messaging, position experts, create and pitch story ideas

EVENT PLANNING, PRESENTATIONS

Press conferences, roundtable briefings, ribbon cutting ceremonies, donor cultivation, seminars

LANGUAGE

Native English speaker. Fluent in spoken and written Hebrew

SOCIAL MEDIA/COMPUTER/PHOTOGRAPHY

Facebook, Twitter, Pinterest, Instagram WordPress, Mail Chimp, Constant Contact.
MS Office; Outlook; PowerPoint; Photoshop

EDUCATION

Bachelor of Arts, Psychology	Brooklyn College of the City University of New York
School for Overseas Studies	Hebrew University, Jerusalem

COMMUNITY/PRO BONO ACTIVITIES

Volunteer	Lone Soldier Center, Jerusalem
Community Liaison/Fundraiser	Yashar LaChayal; Standing Together; Yeshivat HaKotel
Member, Fundraising Dinner Committee	Friends of the IDF, New Jersey Chapter
Member, Board of Directors	Jewish Community Relations Council of Bergen County
Chair, Israel Affairs Committee	Jewish Community Relations Council of Bergen County
Member, Board of Directors	Torah Academy of Bergen County
Group Leader	NORPAC Annual Mission to Washington
Member, Public Relations Committee	Sharsheret, the Jewish Response to Breast Cancer
Chairperson (5 Years)	Teaneck Annual Holocaust Commemoration
Vice President	Jewish Community Council of Teaneck
Member and Volunteer	WFUV Radio, Fordham University, NY