# Professional Strengths

* A skilled, versatile writer with over 30 years of experience in copywriting,  
  editing and proofreading, including grants and proposals
* Exceptional communication, presentation, and interpersonal skills
* Effective social media marketing, website content management tools,  
  desktop publishing, and graphics
* Results-driven proactive planner and implementer of projects and goals
* Sets priorities logically, meet demanding objectives, and brings focus to projects
* Self-motivated, organized, punctual

# EXPERIENCE

**Director of Marketing and Communications, *Alpert Jewish Community Center*** July 2014-Present

* Responsible for planning, development and implementation of all   
  marketing strategies, marketing communications, social networking  
  and public relations activities, both external and internal
* Write articles, letters, press releases, and ghost write for executives
* Populate and maintain website www.alpertjcc.org
* Capture photos and videos for on and offsite events
* Work with marketing team, graphic designer and department heads  
  on agency and department brand management, ads, collateral and events
* Primary copy editor/proofreader for all internal and external digital and print media
* AJCC Website Project Manager from April-July 2014

**Public Relations Writer, *The Travel Corporation*** 2010-2014

* Creative, compelling press releases, magazine articles, fact sheets, newsletters,   
  and package releases for trade and consumer markets
* Preparation and distribution of creative communication and marketing pieces for multiple brands within The Travel Corporation in the US with the goal of promoting each brand’s plans, actions and products
* Ability to meet a deadline and work under pressure
* Position required creativity and strong writing, editing, and proofreading skills
* The Travel Corporation is the parent company for over 25 award-winning travel brands

**Freelance Writer and Marketing Consultant, *Skysong Consulting***1986-Present

* Content and copy writer, editor, proofreader
* Grant and proposal writer
* Brochures, white pages , newsletters/e-newsletters, speeches
* Public Relations, publicity, social media
* Web design, Web content management, e-marketing, blogs, CMS
* Marketing videos; video montages for websites and events
* Experience in academic, business, and consumer markets
* Varied client industries including aerospace, education, music,  
  law, military, technology, healthcare, and more

Executive Director, ***Beach Hillel (CSULB)*** 1998-2000

* Created and oversaw all program development from conception through completion
* Ran all programs and events
* Budgeting, fundraising, resource development, short and long-term

strategic planning and program implementation

* Created and executed marketing strategies and print collateral
* Worked with University students, faculty, and administration
* Oversaw small staff and worked closely with Board of Directors

**Selected additional EXPERIENCE**

**Adjunct Professor, Whittier College**  Fall 2008

* Taught 1) Monotheisms: Judaism, Christianity, and Islam

2) Comparative Religious Ethics (seminar)

**Teaching Assistant, University of Southern California** 2005-2006

* Taught four discussion sections of Religion 140: Religion and Ethical Issues
* Responsible for developing and implementing class discussion on all lecture content

**Primary Application Writer, National Blue Ribbon Award** 2004

Weaver Elementary School, Los Alamitos School District

* + Also wrote application for, and was awarded, California Distinguished School in 2002

**Assistant Lecturer, USC Freshman Writing Program** 1987-1991

* + English 101 teaches the basic writing skills required to graduate from the University
  + Taught all classes. Developed all class content and syllabi. Fall 1987; Jan 1989-May 1991

# EDUCATION

**Ph.D.**, ***Social Ethics and Religion***

University of Southern California, May 2007

**Graduate Certificate in Gender Studies** (Study of Women and Men in Society)

University of Southern California, May 2007

**M. A.**,***Religion (Social Ethics)***

University of Southern California, December 1990

**B. A., *English (World) Literature*** (Hebrew Literature)

UCLA, March 1986, Cum Laude

# ADDITIONAL Skills

**Microsoft**: Word, Publisher, PowerPoint, Outlook; **Adobe:** Acrobat Pro, Photoshop, Premiere;

Wordpress, Facebook, Twitter, Pinterest, Instagram. Accrisoft Freedom CMS. Windows and Mac OS. Intermediate Spanish.