

SIMCHA SHER

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WORK EXPERIENCE

Pardes, *Hybrid*

8/2021 – present

Marketing Specialist

- Championed the development of a robust social media strategy from inception to completion: securing internal organizational support, implementing a brand-appropriate influencer program, pioneering innovative and on-trend content strategies, and empowering educators and colleagues as content collaborators. This comprehensive social media revitalization resulted in a 250% increase in reach across platforms in 12 months.
- Creates iterative user-centric marketing campaigns alongside senior-team by utilizing emerging tools to track results, and staying ahead of fast-moving digital trends, to further organization's mission.
- Produces daily social-first educational content from ideation to launch for Facebook, Instagram, and TikTok driving audience engagement, program recruitment, and brand visibility across platforms.
- Writes and edits copy for email, social, blog, magazines, articles, and landing pages, ensuring consistent brand voice across platforms.

Cornell Hillel, *Ithaca, New York*

5/2018 – 10/2020

Director of Communications

- Produced daily communications including emails, prints, blogs, and social media posts to effectively share the organization's mission with staff, board of trustees, investors, and a wider audience of 200,000+.
- Directed the production of video, social media, web, written, and printed content.
- Increased weekly email open rates by 300 % and engagement with development materials by 150%.
- Administered budget based on ROI of communication methods.
- Introduced proactive employee relations and internal communications programs to resolve previous staff and senior management tension, restoring credibility and employee-centric focus of the organization.

VinciWorks Startup, *Jerusalem, Israel*

8/2016 – 1/2018

Creative Production Manager

- Implemented new digital tools for cross-department collaboration, bringing clarity in communications between Marketing, Programming, and Administration.
- Assisted CEO and senior team with grant writing, text editing, travel, logistics, blog creation, internal communications and event coordination.
- Hired and managed content writers, programmers, and designers alongside CEO and outside recruiting companies.

Jewish Women's Renaissance Project (JWRP), *Rockville, MD*

5/2015 – 3/2016

Digital Communications Coordinator

- Managed production of 3 daily rapid-response videos, donor communications, daily photo series, participant reflections, and final mega event with 4-minute professional videos during trips to Israel.
- Produced 4 monthly blog postings on Judaism distributed to an audience of 200,000.
- Acted as a 24/7 contact person between content writers, web developers, outside vendors, city leaders, and JWRP senior staff during a crisis.

EDUCATION

Cornell University, College of Arts and Sciences, GPA: 3.8

- Cornell Public Service Scholar: Concentration in Jewish Education and Marketing
- Bachelor of Arts: Spanish Major

SKILLS

Language: Fluent written and oral Spanish and English

Audiovisual: Website Management and Creation, Intermediate Adobe Creative Suite, Advanced Google Drive Suite, Social Media Video Production, Graphic Design, DSLR and Robo-Drone Camera, Microsoft Word, Excel