

SIMCHA SHER

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- EDUCATION** **Cornell University**, College of Arts and Sciences, Cumulative GPA: 3.7 *May 2015*
- Bachelor of Arts: Spanish Major, Minor in Latin American Studies, Minor in Film
 - Cornell Public Service Scholar: Concentration in Design Thinking and Creative Writing.
- WORK EXPERIENCE** **Cornell Hillel, Ithaca New York** *5/2018 – present*
- Director of Innovation and Communication**
- Produces daily communications in the form of email, print, and social media entries to successfully share Cornell Hillel’s mission and vision with an audience of 30,000 and key stakeholders.
 - Oversees content writing team, delegates assignments, edits work for grammatical proficiency and quality.
 - Directs the production of [video](#), [social media](#), web, written, printed content, live events, and international travel. Increased weekly open rates by 300 % and engagement with development materials by 150%. Administer budget based on ROI of communication methods.
 - Coordinates with outside vendors, grant writers, graphic designers, travel agents, caterers and more.
 - Supervises four professionals including onboarding, performance evaluation, leadership development, and training in areas such as content writing and social media photography.
 - Advises and supports over 1,000 students with personal and professional development through individual and group gatherings.
- VinciWorks, Jerusalem, Israel** *8/2016 – 1/2018*
- Creative Production Manager**
- Assisted CEO and senior team with grant writing, text editing, travel, logistics, and event coordination for emerging high-tech start-up needs.
 - Led cross-channel marketing strategy on Facebook, LinkedIn, Email, and through live events to promote products for GDPR and Cybersecurity training.
 - Hired content writers, programmers, and designers alongside CEO and outside recruiting companies.
 - Supervised team to ensure consistent and timely product development, weekly articles published in relevant journals, social media graphics, and emails.
 - Produced monthly live webinars, procuring speakers, responding live to participants’ concerns and technological issues.
- Jewish Women’s Renaissance Project (JWRP), Rockville, MD** *5/2015 – 3/2016*
- Digital and Internal Communications Coordinator**
- Developed and executed integrative marketing initiatives including web campaigns, a website and newsletter branding overhaul, press briefs, social media relations, and daily Facebook activity resulting in a 300% increase in online engagement
 - Managed production of 3 daily vlogs, donor communications, daily photo series, participant reflections, and final mega event with 4-minute professional [videos](#) during trips to Israel
 - Acted as 24/6 contact person between content writers, web developers, outside vendors, city leaders, and JWRP senior staff
 - Supported senior staff by coordinating welcome events for international guests and creating employee bonding activities
- OTHER EXPERIENCE** **Center For American Progress (CAP), Washington, D.C.** *9/2014 – 1/15*
- Event Production Intern**
- Peripheral Vision International (PVI), Brooklyn, NY and Kampala, Uganda** *6/2014 - 10/2014*
- Communications and International Development Intern**
- Thais-Ideas NGO, Chiapas, Mexico** *6/2013 - 8/2013*
- Art and Social Justice Intern – Sustainable Agriculture Team**
- SKILLS**
- Language:** Fluent written and oral Spanish and English
- Audiovisual:** Microsoft Word, Excel, CMS Website Management and Creation, Intermediate Adobe Creative Suite, Camtasia, Google Drive Suite