

## PROFESSIONAL EXPERIENCE

### **Public Relations Director** | *Varsity Fitness, Penn Valley, PA*

12/2007- Present

- Devise original marketing strategies and campaigns to increase membership & revenue.
- Conduct business meetings with third-parties and clients regarding public outreach.
- Personal train clients on the use of exercise equipment & regarding health and well-being.

### **Advertising Manager** | *The Temple News, Philadelphia, PA*

2004-2007

- Increased paper's overall revenue by \$30,000, permitting biweekly production.
- Responsible for booking all advertisements for *The Temple News*, sustaining a satisfied client-base.
- Advised clients on the best design and marketing approach for their ad, coordinated booking.

### **Admissions Tour Guide** | *Temple University, Philadelphia, PA*

2005-2007

- Selected from large pool as one of ten *Owl Ambassadors*.
- Delivered enthusiastic 75 minute campus tours to prospective students and families.
- Achieved status as one of top recruiters of prospective students.

### **Publicity Assistant** | *The Community Channel, London, UK*

01-05/2007

- Composed and distributed press releases for the channel's many programs and events.
- Created promotional campaigns for the Channel's productions and contests.
- Organized press cuttings in a presentable fashion and managed other business functions.

### **Production Assistant** | *ABC WPVI-Channel 6, Philadelphia, PA*

8-12/2006

- Produced content and scripts for segments of *Visions*, *PrimeTime*, *Fast Forward* and other specials.
- Developed story ideas, coordinated interviews and contacts, and assisted with shoots.
- Produced, transcribed, edited various segments meeting deadline.

### **Sales Manager** | *Menu Mon Design Company, Philadelphia, PA*

2004-2005

- Facilitated product requests from new and returning clients.
- Coordinated menu production from design to delivery stage to customers' satisfaction.
- Led team of 12 to increased productivity and sales generation.

### **Theatre Manager** | *ACAC Wellness Center, West Chester, PA*

2000-2004

- Developed an original intensive theater program curriculum and manual.
- Taught six to 12 year olds the basic concepts of stage acting, culminating in a performance.

## SKILLS & ACHIEVEMENTS

- Fluent Hebrew, Conversational French
- Proficient in Photoshop, & Excel
- Active fundraiser and volunteer for community programs, schools, and nursing homes.
- Excellence in public speaking and debate, and vocal competition
- Interests: performance, reading, exercise, travel, music, and acting (extensive theater resume & professional training)

## EDUCATION

- B.A. Communications, Theater Minor, Temple University, Philadelphia, February 2008