



STRATEGIC COMMUNICATIONS, MARKETING, BRANDING, PUBLIC DIPLOMACY, INTERNATIONAL RELATIONS, POLITICS, SOCIAL MEDIA & COMMUNITY, AND NETWORKING SPECIALIST

Experience

Ronald S. Lauder Foundation / Executive Communications and Coordination

March 2022 - May 2023,, BERLIN, GERMANY

Strategic Communications;

Project management, events organization and coordination;

Branding, Social media, content creation and website management.

World Jewish Congress / Member of Jewish Diplomatic Corps (a voluntary position)

APRIL 2019 - PRESENT, BERLIN

Representation of the WJC JDCorps in Berlin at official events and networking; Conducting diplomatic meetings with foreign diplomats in Berlin.

ROI Community (Charles and Lynn Schusterman Family Philanthropies) / Lay leader and Igniter for ROI Germany Hub (voluntary role)

JANUARY 2020 - PRESENT, BERLIN

Community Management; Initiate and organize events and activities for the local community members.

Ministry of Foreign Affairs of the State of Israel / Media and Communications Advisor to Deputy Foreign Minister Tzipi Hotovely

OCTOBER 2016 - JANUARY 2019, ISRAEL

Media Liaison; Communications Strategy; Branding; Social Media and Website Manager; Senior Consultant;

Elena Bakman

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Birthdate: 05.09.1980

Born in USSR, Israeli nationality
possess a work permit in Germany

Knesset (Israeli Parliament) / Parliamentary and Media Advisor to Member of the Israeli Parliament Dr. Einat Wilf, Chair of Education, Culture and Sports Committee; 'Independence' Faction Spokesperson at the Knesset

MAY 2011 - FEBRUARY 2013, ISRAEL

Parliamentary Advisor; Coordinating the activity of the Education, Culture, and Sports Committee at the Knesset; Public Inquiries Manager; Spokeswoman and Media Consultant; Branding; Social Media Manager; Independence Faction Spokeswoman; Managing a team of interns at the office.

"Israel Now" news network / Digital Marketing, Social Media and Content Manager

MARCH 2010 - FEBRUARY 2011, ISRAEL

Content Manager; Digital Marketing; SMO - Social Media Optimization; SEO - Search Engine Optimization; PPC - Google AdWords; affiliate marketing; marketing writing and editing; Managing a team of writers; Managing clients related to the project.

The Institute for Jewish Studies (Established by the Ministry of Immigrant Absorption and the Jewish Agency) / Project Manager and Marketing Coordinator

DECEMBER 2009 - MARCH 2010, ISRAEL

Marketing and social media; Project management.

Mission Trips.

Research Institute NGO Monitor / Israeli Parliament & Government Liaison, Deputy Director of Communications & Social Media Strategy Manager

APRIL 2013 - SEPTEMBER 2016, ISRAEL

Parliament and Government person of contact; Spokeswoman and Press Manager for Israeli Media; Social Media Strategy Manager; Holding Presentations & Lectures

World Congress of Russian Speaking Jewry (WCRJ) / Communications Manager and Lobbyist for Russian-speaking citizens living in Israel at the Israeli Parliament

MAY 2008 - FEBRUARY 2009, ISRAEL

Initiated a new legislative proposal, signed by 12 Members of Parliament; Organized and facilitated meetings with key cabinet ministers; Handled all press releases to the media; WCRJ Representative in Parliamentary committees.

Education

Masters in Business Management / Ono Academic College

2007 - 2009, ISRAEL

Specialization in consulting organizations and marketing.

Skills

Languages:

English (C2)

German (C1)

Russian (mother tongue)

Hebrew (mother tongue)

Spanish (B1)

Driver's license:

Class B

Shalmor Communication Ltd / Senior Media Consultant

MAY 2005 - JANUARY 2008, ISRAEL

Handling market-leading companies' PR strategy; Production of launching events; Organizing press conferences; Writing press releases and articles; Media Relations, Media content, and marketing.

Rivka Krauss Media Consulting and Public Relations office / Account Manager

NOVEMBER 2004 - MAY 2005, ISRAEL

Public and Media relations; Writing press releases; Launching events and brand maintenance events organization.

Bachelor in Communications / Sapir Academic College

2001 - 2004, ISRAEL

Marketing, Advertising, Communication Affairs, Branding, Public Relations, and Journalism. Graduated with Honors.

PC skills:

Microsoft Office

Internet

Social media and Online Ads

Canva

Newsletters

Additional qualifications

- New Media Management course, 2011: Digital Marketing, Web Advertising, Social Media Management, Ono Academic College, Israel.
 - "Women Leadership" course, within the "Berl Catzanelson" fund, 2008 – 2009, Beit Berl College, Israel.
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- "Social Entrepreneurship and Innovation" course, with the cooperation of the U.S. Embassy and CLB, 2013, The Academic Center for Law and Business, Israel.
 - WIIS Israel-UN Leadership Workshop, Israel, 2014.