

LENA BAKMAN - RESUME

PROFESSIONAL EXPERIENCE

Media and Communications Advisor to Deputy Foreign Minister Tzipi Hotovely at Ministry of Foreign Affairs of the State of Israel • 2016 – 2019

- **Media Liaison** – Managing relations with reporters, editors and media outlets. • Briefing to journalists. • Issuing press releases and statements. • Responsive to news cycles and events. • Preparing topics for interviews and guiding strategies for appearance in the media • Initiating events to create media coverage.
- **Communications Strategy Planning** – This includes branding of the Deputy Foreign Minister and her work both as a politician and as a senior diplomat.
- **Social Media Manager** – Responsible for the social channels building and maintenance, initiated the videos strategy, summarizing the weekly work of the DFM (my assistant makes the videos). Achievements: Organic increase of followers and interactions; creation of new channels, such as Instagram, revival of YouTube channel, Facebook and Twitter.
- **“Field reporter”** – As part of my duty, I travel with the DFM within her duty at the MFA and report her activity to journalists and the public via professional camera.
- **Website** – As part of the branding strategy, initiated the creation of a website (which is now in developing process) that will be a source of information of DFM's activity for the public, as well as for journalists and others.
- **Senior advisor** –Accompanying the DFM in every diplomatic meeting with high level officials from around the world, professional staff meetings at the Foreign Affairs Ministry and abroad, as well as in every media relating meeting or an interview.

Knesset & Government Liaison, Deputy Director of Communications & Social Media Strategy Manager at NGO Monitor • 2013 – 2016

- **Knesset and Government Liaison** – Responsible for relations with Members of the Israeli Parliament, Ministers and their staff. • Briefing them with relevant information. • Meetings and participation at relevant committees in the Knesset. • **Achievements:** Significant influence and raise of NGO Monitor profile at the Knesset arena through my previous contacts at the Israeli Parliament (see previous position); Bringing the NGOs agenda to the Knesset and to the MFA; Solid and close cooperations with relevant Ministers and MKs (examples of which I will provide during an interview).
- **Spokeswoman and Press Manager for Israeli Media** - Press relations, writing press releases, organizing events, etc. • Building a communication and social media strategy along with branding NGO Monitor. • **Achievements:** Significant increase in NGO Monitor's coverage in the media in awake of my work and media contacts; Leading NGO Monitor within mainstream media outlets in Israel.
- **Social Media Strategy Manager** – Building social networks from zero for NGO Monitor as a bridge to access the general public; Managing and branding social networks such as Facebook, Twitter, YouTube, Linked-In, Google Plus, Pinterest, Slide-Share. • **Achievements:** Responsible for visualization strategy of NGO Monitor's reports and data through infographics, prezis, etc.; Included NGO Monitor at [Google Grants Program](#) for non-profits (also manage Google Adwords); Significant appearance of NGO Monitor on Social Media channels, Significant increase in number of followers in hundreds of percentages along with increased interaction and raising the number of visitors on NGO Monitor's website.
- **Presentations & Lectures** – As part of my job, I represented NGO Monitor at various conferences and events both, in Israel and abroad, through speaking engagements.

Parliamentary and Media Advisor to Member of Knesset Dr. Einat Wilf, Chair of Education, Culture and Sports Committee at the Israeli Parliament • 'Independence' Faction Spokesperson at the Knesset • 2011 – 2013

- Parliamentary Advisor – responsible for MK Wilf's bill proposals in the Parliament, queries for government offices and specific Ministers, agenda proposals for the plenary sessions, managing relations with government agencies and other parliamentary tools.
- Coordinating the activity of the Education, Culture and Sports Committee at the Knesset.
- Public Inquiries Manager.
- Spokeswoman and Media Consultant - Press relations and work with the media, writing press releases, organizing press conferences, etc. • Building a communication strategy and branding MK Wilf.
- Social Media Manager - Managing social networks such as Facebook, Twitter, YouTube, Linked-In, Google Plus, writing and managing Newsletters and the list of subscribers, editing the official website of MK Dr. Einat Wilf in Hebrew.
- Independence Faction Spokeswoman – as MK Wilf was the chair of the Independence Faction in the Knesset, part of my duties was the faction's spokesperson.
- Managing a team of interns at the office.

Digital Marketing, Social Media and Content Manager at "Israel Now" news network • 2010 – 2011

Project Manager and Marketing Coordinator at The Institute for Jewish Studies (Established by the Ministry of Immigrant Absorption and the Jewish Agency) • 2009 – 2010 (Temporary Project)

Communications Manager for the "World Congress of Russian Speaking Jewry" • Lobbyist for Russian born citizens living in Israel at The Israeli Parliament • 2008 – 2009 (Temporary Project)

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

Senior Media Consultant at Shalmor Communication Ltd. • 2005 – 2008

Account Manager at Rivka Krauss media consulting and Public Relations office • 2004 – 2005



EDUCATION

Ono Academic College, Israel (former extension of the University of Manchester).

- **MBA Degree • 2007 – 2009** • Masters in Business Management - specialization in consulting organizations and marketing.
- **New Media Management course • 2011** • Digital Marketing, Web Advertising, Social Media Management.

Sapir Academic College (ext. of Ben Gurion University) • **2001 – 2004**

- **B.A. – Bachelor's Degree (*with Honors*)** in Communication: Marketing, Advertising, Communication Affairs, Branding and Public Relations and Journalism.

Beit Berl college • 2008 – 2009

- **"Women Leadership"** course, within the "Berl Catzanelson" fund.

The Academic Center for Law and Business, Ramat Gan • 2013

- **"Social Entrepreneurship and Innovation" course**, with cooperation of the U.S. Embassy and CLB.
- **WIIS Israel-UN Leadership Workshop, Jerusalem • 2014**



NATIONAL SERVICE • 1999 – 2000

- Medical secretary in the clinic of pulmonologists and allergy in "Asaf ha Rofe" Hospital.

LANGUAGES

- **Hebrew** (native speaker) • **English** (fluent) • **Russian** (native speaker) • **Spanish** (solid) • **German** (B1 certificate)



VOLUNTEERING FOR THE COMMUNITY AND PROJECTS INVOLVEMENT

- Alumna of IVLP – [International Visitors Leadership Program](#) by the U.S. department of State. I was part of a delegation issuing U.S Elections and the Political Process.
- A member of [ROI community](#), a global network of Jewish innovators and Igniter for ROI Berlin Hub.
- A member of [Nahum Goldman Fellowship](#).
- A former member of an "[Interpeace UNDP Russian Israeli Project](#)".
- Guest Lecturer at [The Center for Public Diplomacy](#).
- Established a [professional network on Facebook for Israeli journalists and spokespersons](#).
- Volunteered for a period of a year in a community center in Lod, guiding Arab-speaking children in their studies in order to help them to improve their skills.

