

Resume & Portfolio

Shalom
Shore

BE CREATIVE

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SUMMARY

My biggest contributions to any venture are creativity and analytical skills. I constantly seek innovation, enjoy working within constraints, and love collaborating on creative ideas and strategies. I am always looking to improve myself and the systems around me and have proactively immersed myself in a variety of projects and experiences to expand my skillset and experience.

SKILLS

- Copywriting
- Scriptwriting
- Creative Writing
- Blogging
- Website development
- Marketing Strategy
- Strategic Consulting
- Social Media
- Email Marketing
- Translation

EXPERIENCE

Freelance Consulting

2013 – Present

Creative development and strategy

- **Freelance journalist for Geektime.com** – regular contributor to international tech news site, reviewing startups, covering technological innovation, and conducting analysis of unique ventures.
- **Website development** – created websites for service providers, including set-up, plugins, graphics and webcopy.
Sample sites:
 - <http://www.holylandproductions.tv/>
 - <http://goteamed.weebly.com/>
 - <http://matzahball.shalomshore.com/>
- **Webbing.me** – conceived marketing strategy for social media startup, including
 - Development of new apps and features to drive engagement.
 - Conceived guerrilla marketing campaign for top US college campuses.
 - Wrote and produced their promotional [video](#).
- **BOMAH.org** – facilitated the development of Social Media Marketing firm, including strategic goal setting, email marketing, copywriting, creating presentations, and facilitating workshops on internet marketing.

- **Lenovo** – finalist in the company’s “Your Life. Your Way.” advertising contest for their line of Yoga computers.
- **Personal Development** – ran workshops and one-on-one development sessions to increase self-awareness and well-being. Workshops run in a wide variety of settings, from Hebrew University, to Taglit-Birthright, to multiple seminaries and religious colleges.

Nefesh B’Nefesh

8 / 2014 - Current

Marketing and Creative Manager

- Developed concepts and wrote copy for print ads, Facebook and banner ads, and email campaigns.
- Wrote copy and consulted on the UX for the organization’s upgraded website.
- Editor of the organization’s monthly newsletters, coordinated the writing of freelancers, interns and external submissions.
- Interfaced with external advertisers, filmmakers, and marketing firms to promote organization’s message.

Jerusalem U

11 / 2011 – 7 / 2014

Content Creator

- Developed and directed educational and promotional films, created blog posts, and wrote a 7-part mini-documentary on leadership.
- Created and implemented marketing strategies: designed landing pages, wrote email blasts, developed branded visual imagery.
- Was director of social media for the brand until 2013 – created and posted relevant content to increase number of fans and engagement rates
- Spearheaded the development of [apps](#), interfaces, and interactive webpages to increase engagement.

Producer, Short Film

12 / 2012

- Co-wrote and produced the animated short film, “Samurai Jew: The Eighth Night”
- Official Selection of Toronto Animation Arts Festival International (2013).
- Winner, Student International Jewish Film Competition: Best Animation (2013)
Click [here](#) to view the film.

Israel Defense Forces

05 / 2008 - 07 / 2009

Case Worker

- Oversaw the welfare of up to 180 soldiers at once.
- Facilitated the distribution of over 500,000 NIS to eligible soldiers.
- Visited the families of dozens of soldiers to assess eligibility.
- Received distinguished trainee award from the Battalion Commander.

EDUCATION

University of North Texas

2010 - 2012

Graduate-level studies on Clinical Sociology

- Studied courses on human motivation, communication skills, sociology, and research methods.

Excelsior College

2007 - 2009

B.S., Liberal Arts

- Graduated Magna Cum Laude

CERTIFICATIONS

Certified Inbound Marketer

Hubspot.com

PROFESSIONAL SKILLS

- Writing – Advanced
- Inbound Marketing – Advanced
- Computer Literacy – Advanced
- Photoshop – Intermediate
- HTML / CSS - Intermediate
- Film Editing – Rudimentary

LANGUAGES

- English (Native proficiency)
- Hebrew (Bilingual proficiency)

INTERESTS

Comedic writing, improv acting, running, (break) dancing, meditation, playing guitar and piano, Photoshopping things that should never be photoshopped, process optimization, reading.

Portfolio

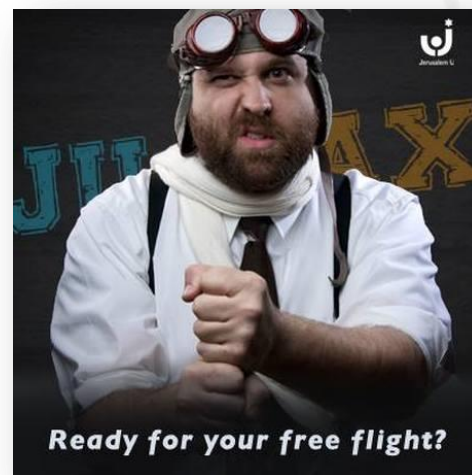
Full portfolio is available at shalomshore.com

POSTERS

Ad concept and copy for Nefesh B'Nefesh, run in print, banner and Facebook campaign



Conceived and produced for Jerusalem U





Art direction and concept for social media contest



Slogan and webcopy for non-profit website

PARODY ADS



VIDEOS

Wrote and produced the following videos. Clicking the thumbnail will play the video on YouTube.

Samurai Jew: The Eighth Night

An award-winning animated short film



Promotional and explainer videos for Jerusalem U



WRITING CLIPS

Interview with MadMimi founder Gary Levitt for magazine supplement

http://issuu.com/nefeshbnefesh/docs/living_israel-digital-issuu-v2small_2a1a16ec1d8629/30

Review and comparison of language-learning apps for Geektime.com

<http://www.geektime.com/2014/12/11/what-is-the-best-way-to-learn-a-new-language-on-mobile/>

Creative writing about personal growth for Jerusalem U

<http://secure.jerusalemu.org/blog/why-life-cant-be-staggn8or>

Interview with criminologist about female suicide bombers for aish.com

<http://www.aish.com/jw/me/Inside-the-Mind-of-a-Suicide-Bomber.html>

Creative humor writing from personal blog

<http://www.shalomshore.com/blog/sir-steve-and-the-levitating-latrine-seat>

