

YOCHED FEINERMAN

CONTENT STRATEGIST

WORK WITH ME!

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www.yochevedfeinerman.com

SPECIALTIES

Creative content creation
Social media marketing
Influencer marketing
Video production
Community organizing
Writing
Public speaking

Outreach and Content Tools: Wordpress, MailChimp, Facebook, BuzzSumo, Yoast, Canva, iMovie, Magisto, Instagram, FinalCut Pro, monday.com, Powtoon, Facebook Ads, Asana, Trello, Zoho, and Google Analytics

Social Media Management Tools: HubSpot Certification, Hootsuite, Buffer, and Sprout Social

PORTFOLIO

yochevedfeinerman.com

EDUCATIONAL TRAINING

YESHIVA UNIVERSITY AZRIELI GRADUATE SCHOOL

MA Jewish Education | 2004

YESHIVA UNIVERSITY STERN COLLEGE

BA Jewish Studies and English Literature | 2002

WORK EXPERIENCE

COMMUNITY DEVELOPMENT AND DIGITAL MARKETING STRATEGIST

Israel365 | 2019 to present

- Work with multiple clients in planning effective long term strategies.
- Create, manage, and own web content for multiple brands, including promotional pages and banners, weekly marketing email campaigns, videos, blogs, e-books, and PR releases.
- Run and oversee social media accounts, internal and external forums for promotional purposes and community management.
- Collaborate with the Sales, and Design teams to develop strategies across social media, digital marketing areas, producing sales and marketing materials.
- Increased 2019 High Holiday campaign donations by 136% compared to the 2018 campaign.
- Generate, edit, publish, and share engaging content daily, on social media resulting in an increase of 8477% in 3-second video views and 927% increase in post engagement on client Facebook Page.

MARKETING CONSULTANT

Go With Yo /High Energy Mom | 2018 to present

- Create web content, blog posts, videos, and marketing materials for website, emails, and newsletters.
- Manage campaigns, communities and posting on Facebook, Instagram, LinkedIn, Twitter, and Pinterest. This past quarter, 3-second video views increased by 86%.
- Monitor relevant trends, brands, and industry conversations online.
- Over 1 million impressions, 18K engagements, and over 2K link clicks.

Modi'in Elections | July 2018 - November 2018

- Cultivated relationships with high-level Israeli leaders and opinion-makers.
- Oversaw the execution of various projects including seminars and parlor meetings.
- Built and managed communities through social media channels.
- Increased overall social media followers by 13%. Increased overall social media engagement by 485%.

Eddie's Kosher Travelers | January 2018 - November 2018

- Created written blogs and video content to be used as promotional material.
- Built and managed communities through social media channels. Increased overall social media followers (Facebook, Twitter, Instagram, YouTube) 23%.
- Increased overall social media engagement by 485%.
- Engaged Facebook community by responding to followers and customers on an individual basis. Sent Facebook messages increased by 3,507%, increasing monthly inbound leads.
- Oversaw brand collaborations, most notably, a live video with the Inbal Jerusalem Hotel that was viewed by 16k unique visitors.

Family First Home Health Care | April 2018 - September 2018

- Selected, established, and maintained social media platforms: Twitter, Facebook, LinkedIn, YouTube, and Instagram.
- Social media impressions increased and 720 daily users were reached.
- Developed and created organic content, videos, blogs, and posts, resulting in 132% increase in published content. Facebook video performance increased and videos were watched by over 7K unique visitors.