

AMY ALBERTSON

CALIFORNIA VIBES MEET ISRAELI INGENUITY.

CREATIVE STORYTELLING & MARKETING. CONTENT, DESIGN, AND EVERYTHING IN BETWEEN.

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Born: 25 May 1991 | Marital Status: Single

THE MESSAGE

Marketing ● ● ● ● ● ●

Campaign strategy & implementation,
brand development, messaging,
content creation, etc.

Content Writing (English) ● ● ● ● ● ●

Websites, email campaigns, blogs, etc.

English ● ● ● ● ● ●

Hebrew ● ● ○ ○ ○ ○

THE VISUALS

Graphic Design ● ● ● ● ● ●

Adobe Illustrator, Photoshop,
and InDesign

Photography & Video Production ● ● ● ○ ○ ○

Full concept development, scripting,
storyboarding, & basic production skills

THE INTERACTION

Social Media ● ● ● ● ● ○

Instagram, Facebook, Youtube,
Twitter, Snapchat, Pinterest, etc.

Interpersonal Skills ● ● ● ● ● ●

Leadership, teamwork,
community & customer engagement

EDUCATION

Bachelor of Arts

Arts and Letters; Minors in Graphic Design and Judaic Studies
Portland State University, January 2009-December 2013
Cumulative GPA: 3.38

TESOL/TESL/TEFL Certification

Oxford Seminars, October 2014
100 Hours

Ulpan Etzion, Jerusalem

January–June 2014
Completion at Bet+ Level

EXPERIENCE

Marketing Associate

Jerusalem U, May 2017–Present, Jerusalem, IL

- Executing marketing strategies for all educational products; including email & digital campaigns, managing content creation, etc.
- Leading brand development & management processes, both messaging and visual standards
- Managing the organization's global social media strategy and calendar; including several Facebook pages, Instagram, and Twitter

Creative Content Manager

Masa Israel Journey, October 2015–Present, Jerusalem, IL

- Leading all strategy and creation of creative marketing content, including but not limited to writing English content for website, social media, and other marketing campaigns, aggregating content in the field at various programs, conducting interviews, blogging, photography, video content, event coverage, and more
- Complete brand management and development, both messaging and visual standards
- Managing all participant communications, from development of email campaigns, to implementation and reporting

Marketing Associate and Olim Relations Coordinator

Jerusalem Village, April 2015-October 2015, Jerusalem, IL

- Assist Director of Marketing with content creation, including blogging, facebook posts, and graphics
- Outreach and engagement to Olim Chadashim and event recruitment

Co-Founder and Co-President

Cultural and Historical Association for Israel (CHAI), Portland State University, Portland, OR

Leadership Position engaging students in Israel programming and education, providing them with resources about Israel, and facilitating all organization operations, including marketing and recruitment

CONNECT WITH ME

Youtube Channel

[youtube.com/amyandisrael](https://www.youtube.com/amyandisrael)

Personal Blog

www.amyalbertson.com

Facebook

[facebook.com/amyalbertson](https://www.facebook.com/amyalbertson)

Instagram

[@mybestbroamy](https://www.instagram.com/mybestbroamy)

Twitter

[@amyalbertson](https://twitter.com/amyalbertson)