# *Education*

***Channel 2 'Reshet' TV School of Television*** *Tel Aviv, Israel* (2009)

* Studied under top news anchors and leading correspondents how to build and present a story in front of a camera.
* Learned how the television industry functions behind the scenes from A to Z (scholarship).

***Haifa University (with the collaboration of the Harvard J.F.K School of Government***) *Tel Aviv, Israel* (2004)

* Studied Community Organizing in a joint course (scholarship).

***The Ronald S. Lauder School of Government***  *Interdisciplinary Center Herzliya*, *Israel* (2001-2004)\*

* B.A. inGovernment Diplomacy and Strategy (scholarship).

\* Ranked No. 1 private college and graduate school in Israel.

***The International Institute of Integral Human Sciences*** *Montreal, Canada* (1999)

* Theology and Intercultural studies (scholarship)*.*

** *Professional Experience* **

**Executive Producer Rapoport Effective Communication Ltd. Private News Corp.** *Israel (2010 - Present)*

* Creating effective communications and taking part in shaping the public image of some of major players in the Israeli market. Our clients include: **Orange**, **Leumi** Group, **Bezeq** **International**, **Israel Postal Service**, **Teva**.
* Personal one on one training in media presentation, message building, body language for CEO's, senior board and management members.
* Producing and directing commercial "news bulletins" distributed to target audiences, potential customers and company employees.

**Ynet *(Yediot Achronot)* News Correspondent** *Israel (2009 - 2013)*

* **Covering top stories** and headlines **LIVE** in writing and videofor Israel's leading daily and news site. Nationwide coverage, over 1.5 Million unique users a day as viewers and readers.
* Creating unique and exclusive stories that impact Israel's national agenda. **Producing independently and regularly opening page headlines.**

**Independent reporter for *NRG Maariv, Timeout Magazine, Rating, Masa Acher, Kvish 40*** *Israel (2008)*

* Writing for Israel's leading internet news site, dailies and weeklies, on the subjects of Social Matters, Cultural Criticism, Environmental Issues, Intercultural Matters and Spirituality.

**Director of Marketing - *Laura Rosnovsky Fashion Design House*** New Delhi, New York, Los Angeles (2005 - 2008)

* Specializing in international marketing and client relations.
* **Developing a worldwide network of buyers, agents and showrooms**.
* Supervised and managed the main production facility's total restructuring, **in charge of 50 employees**.

**Media Consultant *- Ben-Or Consulting LTD.*** *Israel (2003 - 2005)*

* Developing public relations campaigns for political organizations on a national level.
* Worked concurrently with National and foreign press on a daily basis.
* Among our clients were: **UN, UNESCO, UNICEF, UNRA, EU, World Bank, World Health Organization**.

**Research Fellow – *IPS* (Institute for Policy and Strategy)** *Herzliya, Israel (2001-2003)*

* Assisting the head of the institute **Prof' Uzi Arad** (head of Israel's National Security Council at the time), in the production of the **Herzelia Conference**, a brainchild of his, now considered the most important yearly national security conference.
* Working alongside senior fellows, developing cutting edge research papers on subjects concerning Israel's future.
* Heading a team of 12 students as a **media coordinator** in the media and communications department of the institute.

**Chief National Activity Coordinator - *Green Action*** *Israel (1994 - 2001)*

* Changing public opinion and legislation utilizing tools as public campaigns, lobbying, and protest festivals.
* Part of a core group executing a highly successful campaign for the **preservation of Israeli coasts** and natural shoreline. Campaign led to extensive legislations amending the former status.

** *Selected Projects* **

The Israeli Presidential Conference 2008, **Celebrating 60 Years for the state of Israel** *Jerusalem, Israel (2008)*

* **Personal attaché** on behalf of the design company (*Expose Productions*) for the **Shimon Peres presidential suite** and the **Sheldon Adelson** **suite** on site.
* **VIP Area Supervisor** for the design company, maintaining a high standard of style and hospitality.
* Production team leader of the VIP areas and lounges, erecting a space suitable to accommodate heads of states and their delegations.

**Special Faculty - The Yitzhak Rabin "Peace" School***Mitzpe Ramon, Israel (2008)*

* **Teaching youth from weak and unprivileged backgrounds** in a unique program by the Ministry of Education.
* Helped found a unique **Environmental Education Program** for youth in collaboration with Israel's Nature and parks Authority and the Society for the Protection of Nature in Israel. Coordinated the efforts on the school's behalf.
* **Senior Coordinator** of the Fine Arts department. Helping children help themselves through art.

**Campaign Developer *- Chat Le’lu productions*** *Israel (2002 - 2003)*

* Produced international campaigns for children’s rights on a national level, coordinating wide scale projects such as **UNICEF’s ‘Say YES for Children’**.

***Honors, Publications & Volunteer Work* **

### Save the Lions – Global March for lions Israel *South Africa and Israel (2012-present)*

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* Part of a global movement to bring an end to the canned hunting industry and the trading in lion and tiger bones.
* **Chief organizer for the Israeli events**: **March for lions** Tel Aviv (Part of 48 cities worldwide marching on the same day), **Created a celebrity video** called "Roaring for Lions" that gained wide media attention in both broadcasted, internet and the printed media, **Lobbied in the Israeli parliament** for the banning of furs and taxidermy of wild animals entering to Israel. **Created several news articles and videos** broadcasted in Israel's #1 News Site and in Saturday evening news magazine of the national Israeli channel (Channel 1).

### Ha Yarkon 70 News *Israel (2009-present)*

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* **Founding core group member**, acting as a **field reporter and news anchor** for the **independent social news magazine** (presented online and in Cinematheques across Israel just before the film begins).

### Research Paper on the spread of Pedophilia in Peer to Peer Networks *Israel (2004)*

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* The study received vast media attention, in all major national newspapers and TV channels.
* The study's conclusions were adopted by the Children's Rights Protection committee of the Israeli Parliament.

### Jammu Kashmir National Unity Conference *UK (2004)*

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* Invited as a **Key note speaker**, presented a paper and conducted a workshop "Media Training for NGOs".

***Kol Kore* *("call for proposal")***  *Israel (2003 - 2004)*

* **Founding core group member** of the National student's organization for social involvement – influencing matters on a national level.
* **Head of the PR division**, Coordinator and Advisor to the Sustainable Development committee.

### UN - Youth Sector Planning Committee for the 2001 DPI/NGO *New-York, N.Y (2001)*

* Participated in the Youth Sector Planning Committee for the 2001 DPI/NGO Conference held at UN headquarters in New York September 10-12, 2001.

**First Asia Pacific Volunteers Youth Encounter - Peace Camp 2001** *Manila, Philippines (2001)*

* Invited by **UNESCO** to speak on the subject of “**Youth Volunteers in Conflicted Areas**”.

**UN - 1999 International Conference of NGOs**  *Seoul, Korea (1999)*

* **Invited by "Peoples for the United Nations"** to take part and speak at the conference about "Youth Volunteers".
* Represented the youth twice during the conference, **drafted the conference's report regarding all youth-related issues**.

** *Hobbies and recreational activities* **

### Evolutionary Astrology *(1999-present)*

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* Acting as the **Israeli representative of OPA (The International Organization for Professional Astrology)**.
* Serving as OPA's **community outreach director worldwide**.
* **Teaching astrology**, writing astrological articles for the mainstream media and receiving clients for private consultations.

### Budo Ninjutsu Japanese Martial Art *(1993-present)*

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* **Black belt**, more than 20 years of training experience.
* **Training youth with autism spectrum disorders in self defense.**
* Successfully completed a yearlong **Martial Arts Instructor** course at the **Wingate Institute of sports**, 96, Israel.

***Personal Status:* Engaged**, 37 years old.

***Languages:* Hebrew** - mother tongue, fluent **English** (FSI level 4+), currently studying **Spanish** and **French**.

***Computer Literacy:* Highly competent** with both **Win 7** (Full **Microsoft Office** proficiency)and **Apple** environments.

** *References available upon request* **