

Yisrael Shapiro

Communications Professional

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Summary

Proven communications and writing expert with a background in journalism. A self-motivated and detail-oriented professional who thrives under pressure and deadlines. Experience with media relations, communication with the public and social media management. Able to build a social media plan from the ground up, extend a brand name and communicate successfully within the company and to the public.

Work Experience

Communications Specialist, Chicago City Council

Chicago, Illinois — 2012-Present

In charge of communications for 50th Ward Alderman Debra Silverstein. Handles media relations and communication with constituents, as well as maintaining the company website and digital and social media presence. Duties include writing a weekly e-newsletter to more than 2,200 constituents, drafting press releases and composing all correspondences for the Alderman.

Accomplishments

- Oversaw a 75 percent increase in the subscriber base to the weekly e-newsletter.
- Responsible for a 25 percent higher open rate for the weekly e-newsletter than the industry average.

Reporting Intern, The Chicago Reporter

Chicago, Illinois — 2012

Reported and wrote stories on urban issues, with an emphasis on data-driven coverage. In addition to writing stories for the bimonthly publication, duties included performing research, copyediting and fact checking.

Accomplishments

- Eight stories published in the magazine and at www.chicagoreporter.com.
- Performed research and data analysis for several feature stories.

Associate Editor, Medill Magazine

Evanston, Illinois — 2011

Wrote and edited stories for a collaborative project between Medill and Forbes Magazine, as well as worked on digital brand extensions for Forbes's "America's Top Colleges" issue. Duties included creating a prototype e-book for the Amazon Kindle, drafting an e-newsletter and editing web stories through Adobe Dreamweaver.

Accomplishments

- Wrote a story that was published on Forbes.com as a companion to the 2012 Top Colleges list.
- Created a Kindle Single e-book as a means of monetizing the Top Colleges list and creating brand awareness.
- Edited and formatted for the web more than 15 stories.

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Reporter, Medill News Service

Chicago, Illinois — 2010

Covered the political beat for the Medill Reports wire service. In addition to reporting, duties included uploading stories to the content management system for inclusion on the website.

Accomplishments

- Stories picked up and republished by the Chicago Journal and the Northwest Indiana Times.
- Created and edited video stories using Adobe Premiere Pro.

Marketing Assistant, Psychology Press - Taylor & Francis Group

New York, New York — 2008-2010

Performed marketing duties for a publisher of psychology and statistics textbooks. Duties included writing copy and designing promotional material for new releases, as well as identifying and contacting new sales leads.

Accomplishments

- Started as an intern but was promoted to a marketing assistant.
- Responsible for substantial sales increases in marketed books.

Writing Tutor, Yeshiva University Writing Center

New York, New York — 2007-2009

Provided one-on-one writing instruction to undergraduate and graduate students in grammar, sentence structure, logical organization and persuasive argument.

Accomplishments

- Participated in a rigorous training course focused on improving writing and tutoring skills.
- Experience working with ESL students.

Education

Northwestern University, Medill School of Journalism

Masters of Science in Journalism — 2010-2011

Yeshiva University

Bachelors of Arts — 2005-2009

Skills

- Adobe Creative Suites 5 — Premiere Pro, Photoshop, Soundbooth, InDesign, Dreamweaver.
- Microsoft Office — Word, Excel, PowerPoint.
- Blogger, WordPress.