

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 a City of Chicago Alderman. Handles media relations and communication with constituents, as well as maintaining the Ward website and digital and social media presence. Duties include writing a weekly e-newsletter to more than 6,000 constituents, drafting press releases and composing official correspondences for the Alderman.

Accomplishments

- Oversaw a 300 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.

Campaign Digital Consultant, Diversified Direct

Chicago, Illinois – 2018

In charge of the online presence for a state senate campaign. Managed the campaign website and Facebook page, as well as drafted and sent out dozens of email newsletters and alerts.

Accomplishments

- Managed communication with a subscriber base of over 18,000 constituents.
- Carried out social media vision from conception to completion, including managing Facebook ads and Google AdWords campaigns.

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 bi-monthly publication, duties included performing research, copy editing 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

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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.
- Edited and formatted for the web more than 15 stories.

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.

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.

Education

Northwestern University, Medill School of Journalism

Master of Science in Journalism — 2010-2011

Yeshiva University

Bachelor of Arts — 2005-2009

Skills

Adobe Creative Suites

- Premiere Pro, Photoshop, Soundbooth, InDesign, Dreamweaver.

Marketing Platforms

- Mailchimp, Constant Contact, Facebook Ads Manager, Google AdWords

Microsoft Office

- Word, Excel, PowerPoint.