

# SIDNEY J. SLIVKO

BRANDING, MARKETING, WRITING & EDITING

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## EMPLOYMENT HISTORY



2011 –  
2018

### Editor and Writer

Provided content on public policy issues for DC-based healthcare investment consulting company's daily newsletter and social media



2014 –  
2018

### Marketing Writer/Consultant

Developed & provided advertising, marketing, PR & web content for a diverse range of clients in fashion, finance, hotel, non-profit and technology sectors



July, 2010–  
Aug, 2011

### Web Content Manager

Researched, wrote and edited content on medical research for website and social media; ran social media campaign integrating blog, Facebook & Twitter; videography



Mar. 2009–  
June, 2010

### Director of Communications and Development

Responsible for print and online content, grant-writing, public relations; initiated use of social media for awareness building, advocacy and fund-raising for programs for disabled children and their families



Oct. 2003–  
Feb. 2009

### Director of Information Services, Website Manager

Responsible for maintenance, content, online marketing and site analytics; developed social media platforms and client contact tools



1998–  
2003

### Online Editor & Writer

Developed and edited content for educational site; conducted research for online resource center and ran JAFI's distance learning program

## CLIENT PROJECTS PARTIAL LIST

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### **Writer and Marketing Consultant**

Responsible for developing strategy and content for multimillion-dollar capital campaign, including print and online marketing materials for successful gap-year program

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### **Writer and Marketing Consultant**

Part of a strategy development team responsible for rebranding innovative, international learning program.

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### **Writer and Marketing Consultant**

Developed new collateral material for rebranding overseas capital investment consulting firm

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### **Writer and Marketing Consultant**

Developed new campaign for advertising and promotion of 5-star Jerusalem hotel

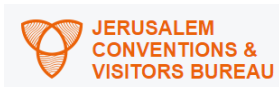
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### **Writer and Marketing Consultant**

Developed advertising and marketing campaign for high-end event planner in Israel, including rebranding, web site, social media marketing and collateral material

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### **Writer and Marketing Consultant**

Developed marketing strategy and promotional material to position Jerusalem as a competitor in the international community for business conventions & trade shows

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### **Writer and Marketing Consultant**

Developed marketing materials, presentations and web site for high-tech traffic enforcement platform to municipalities and law-enforcement agencies

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**THE TIMES OF ISRAEL**

### **Content Writer**

Special project

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### **Writer and Marketing Consultant**

Wrote and edited B2B presentations to promote the company's water cooler products

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## EDUCATION UNIVERSITY AND GRADUATE

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### **Yeshiva University**

BA, Speech & Drama, and Jewish History

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### **RIETS, Yeshiva University**

Rabbinic Ordination

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### **Bernard Revel Graduate School**

Masters Degree, Jewish History & Philosophy

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## POST-GRADUATE PROGRAMS AND CERTIFICATES

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Melton Senior Educators Program, Hebrew University (year-long fellowship) Studied computer gaming and guided social simulation programs. Year project: developing guided computerized curriculum for teaching ethics

## COMPUTER SKILLS

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Microsoft Office (Access, Excel, Outlook, PowerPoint, Word); Graphics (Photo Shop, GIMP); Web Management & Content Development (HTML, Information Architecture), Social Media integration (Facebook, Twitter, LinkedIn, YouTube, WhatsApp, Zoom); Video Production

## LANGUAGES

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English, Hebrew, Yiddish

October, 2021