

Chaya Benyamin • P: +972.52.729.2560 • chayabenyamin@gmail.com •

Professional Experience:

THE WRITE WORDS (thewritewords.co.il)

Tel Aviv

Independent English-language services and communications company for enterprise & individuals

Founder and Wordsmith-in-Chief

2016 – Present

- Lead individuals and businesses in process of defining and consolidating a unified voice for their products and services and applying it across digital and print materials for marketing and customer communications
- Map and develop content, microcopy, UX copy, and content strategies for startups and established businesses in fields of technology, tourism, hospitality, consumer goods, and non-profit
- Recruit and coordinate work of content specialists, web designers, social media managers to execute multi-channel content projects and marketing campaigns
- Provide ongoing support on websites, blogs, pitch decks, presentations, in-application text, service emails, user manuals, company protocols, and more

ARINGO MBA ADMISSIONS CONSULTING

Tel Aviv

Admissions consulting company specializing in entry to elite institutions of higher education in the US & Europe

Marketing Communications Specialist

2019 – Present

- Lead market research to evaluate market position and formulate new offers/promotions via strategic partners
- Prepare industry-specific content and manage publication across affiliates and social media platforms
- Initiated and conducted B2C engagement on affiliate sites, resulting in 23% increase in leads

Senior Application Consultant

2016 – Present

- Guide clients from all over the world, from all professional backgrounds, on their admission bids to Ivy League and global top 20 MBA programs such as Harvard, Wharton, Kellogg, London Business School, MIT and more
- Coached over 70 candidates, achieving 96% success rate at world's most competitive schools, which accept only 4-8% of candidates from pools of 10,000+; helped clients earn over \$600,000 in scholarship funding
- Collaborate closely with clients on every step of multi-faceted, fast-paced application process, delivering friendly, personalized, round-the-clock service and results on tight deadlines

TEL AVIV UNIVERSITY, INTERNATIONAL MA IN MIDDLE EASTERN STUDIES

Tel Aviv

One-year accelerated MA program for international students from 20+ countries

Program Director

2012 – 2016

- Planned yearly academic and extracurricular program in collaboration with Department Chair; worked across multiple academic and logistical departments to plan and execute all program activities
- Created and launched content-centered marketing products including student journals, podcasts, and alumni spotlights that resulted in 30% increase in enrollment (a \$100K budget injection) between 2013 and 2014
- Managed 12-15 academic and administrative personnel; authored and supervised \$350K annual budget
- Lead program's joint marketing initiatives and events with TAU's International School and developed internships and exchanges with Moshe Dayan Center for ME Studies and Alliance Iran Research Institute

Student Services Specialist

2011 – 2012

- Worked across 5 offices, including executive offices, to streamline program's transfer from International School to Faculty of Humanities; led process that implemented new program requirements
- Point of contact and advocate for over 100 international students, overseeing their academic progress, mediating issues with university and municipal offices, and aiding them in adapting to life in Israel

UNIVERSITY OF THE PEOPLE

Tel Aviv

DEAC-accredited online university expanding access to higher education in the developing world

Admissions Officer

2010 – 2011

- Verified and processed all incoming applications and handled applicant inquiries from more than 100 countries, ensuring compliance with school's admission and accreditation standards

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Selected Writing and Editing Projects:

<i>Contributor, The Perspective</i> (online magazine, launch date: Feb 2017)	2016 – Present
<i>Translator/Editor, Bayan Magazine</i> (quarterly periodical, Moshe Dayan Center, Tel Aviv)	2016 – Present
<i>Editor, Haile Selassie: The Lion of Judah, King of Kings</i> by Haggai Erlich (Magness Press, Jerusalem)	2018
<i>Editor, The Kurdish Women of Turkey</i> by Heidi Basch-Harod (Moshe Dayan Center, Tel Aviv)	2017
<i>Managing Editor, Rihla Magazine</i> (international student periodical at Tel Aviv University)	2013 – 2016
<i>Translator, The Israel Academy of Science and Humanities</i> (website content and working papers)	2013
<i>Editor, Grilling, Grilling, & More Grilling!</i> By Dror Pilz (Penn Publishing, Tel Aviv)	2012
<i>Editor & Contributor, Eastory</i> (online shop and magazine for Israeli products and culture)	2009 – 2011

Education:

B.A. Literature, UNIVERSITY OF NEVADA, LAS VEGAS 2002 – 2006

- Summa Cum Laude, Department Honors Scholar
- Tom Wright International Award – received partial tuition scholarship for 3-month program in Chile

Specialized Writing Courses:

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| • “Introduction to Technical Writing” – Coursera | 2017 |
| • “Research Methods and Methodologies” – Tel Aviv University | 2008 |
| • “Creative Writing” (3 sections) College of Nevada | 2007 |

Additional Information:

- Founder of “Trick-or-Treat Kiryat Shalom,” an annual neighborhood Halloween celebration
- Volunteer at “Clean Beaches Bat Yam,” participate in monthly events for clearing trash from shoreline
- Cooking enthusiast: completed Gaya Bertelli baking workshop (2017); Williams Sonoma pasta course (2018)
- Classically trained opera and jazz singer who’s performed at the White House
- Languages: English (Mother tongue); Hebrew (Fluent); Spanish (Proficient)