

Mobile: 052-385-4866

E-mail: nlipstein@gmail.com

U.S.-born; Aliyah date: Dec. 2006

Naomi Lipstein

Experience

Oct. 2012-

Present

Website Manager, Israel Ministry of Environmental Protection

- Write, edit, and design website content, including articles and landing pages
- Determine tree diagram for English website
- Facebook page editor, YouTube channel manager
- Develop SEO strategies, track website visits, analyze site traffic, prepare statistics reports in an effort to increase number of visitors and improve their website experience
- Research environmental topics related to Ministry activities
- Translate content from Hebrew to English

Jan. 2014-

Present

Freelance Editor

- Copy edit and proofread publications for submission to peer-reviewed journals
- Write, edit, and translate magazine articles, brochures, documents and website content

July 2007-2009

Freelance Writer/Marketing

- Worked on marketing strategies for nonprofit organizations and private companies

Feb. 2007-

July 2007

Fundraising Event Coordinator, Pardes Institute of Jewish Studies

- Organized all aspects of annual fundraiser: planning, budgeting, marketing, implementation
- Negotiated contracts with vendors
- Maintained communication with donors and potential donors
- Trained and supervised event staff and volunteers

Jan. 2005-

Dec. 2006

Director of Marketing and Communications, Jewish Federation of Central New Jersey

- Worked with Federation executives to market Federation, its services, and its programs
- Established and managed relationships with media with regard to Federation
- Maintained Federation website content, developed strategy for e-commerce
- Wrote and edited Federation page in weekly Jewish community newspaper
- Wrote press releases; Created and developed promotional pieces and brochures

2002-2005

Ticker Editor/Foreign Assignment Editor, Fox News Channel

- Wrote, proofread, and edited final copy for Fox News Ticker
- Coordinated editorial direction in tandem with assignment desk, producers, and reporters
- Booked satellite feeds for global live shots

1999-2002

News Writer/Copy Editor, ABC Network News, WB 11 News at 10

- Produced, researched, and wrote packages for sweeps
- Wrote news copy and business reports for daily news programs including *Good Morning America*, *World News Now*, *World News This Morning*

1996-1999

Producer, News 12 Long Island

- Oversaw all aspects of newscasts
- Researched, wrote, and produced special reports
- Produced political debates for election coverage

1997-1999

Interviewer, Steven Spielberg's Shoah Foundation

- Conducted in-depth interviews with Holocaust survivors

Languages/Skills

English (mother tongue); Hebrew (strong working proficiency)

Systems/Programs: MS Office, MS Sharepoint, Drupal, Google Analytics

Knowledge of HTML; Familiarity with WordPress

Education

2010-2012

M.A.: Albert Katz International School for Desert Studies, Ben-Gurion University

Track: Environmental Studies; **Final grade:** 92

2009-2010

Arava Institute for Environmental Studies

1991-1995

B.A.: Queens College of the City University of NY

Majors: Communications, Political Science; **Minor:** Business and Liberal Arts; **GPA:** 3.85/4.0

Honors/Awards

Phi Beta Kappa, Amy and Judi Sturm Memorial Scholarship, Magna Cum Laude, Golden Key National Honor Society, Dean's List