

Deena Pinson Birnbaum Curriculum Vitae

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Summary Bringing bi-cultural competence to the professional arena, my work on the front lines of Israel's public sector has centered on fostering dialogue across continents and cultures. Tapping into strong verbal, written, and analytical skills, I have directed my professional endeavor toward improving the interface between a variety of audiences on the one hand, and complex organizational structures on the other, brokering long-term cross-organizational ties while translating ideas, attitudes, and texts across the divides of culture and language.

EDUCATION

M.A. Thesis, Communications and Journalism 2014
The Hebrew University of Jerusalem

- Invited to author a thesis based on the strength of academic work throughout Master's degree
- Authored "Fugitive Trace: Memory, Hierarchy, and Loss in the Digital Archive" under the supervision of Dr. Amit Pinchevski

Master of Arts, Communications and Journalism 2012
The Hebrew University of Jerusalem

- Completion **with Honors**, Final Average: **94.06**
- **Dean's Honor Roll** Average in 2010-2011
- Research thrust concerned memory and cultural transmission, particularly the dynamics of oral and literate mediums in the transmission of Jewish Talmudic culture.

Bachelor of Arts, International Relations, History of the Jewish People 2006
The Hebrew University of Jerusalem

- Senior thesis published by leading research institute; see 'Publications' below

Honors Diploma 2000
Western Liberal Arts High School for Girls, Maryland

- Awarded full scholarship to study Public Affairs at the University of Maryland based on academic merit

PROFESSIONAL EXPERIENCE

D.P. Birnbaum, External Communications Present

As an independent service provider, I have had the opportunity to leverage my unusual position straddling cultures and perspectives and mastery of the nuance of language to help organizations and senior executives crystallize their positions and articulate their messages within the political, non-profit, and academic sectors.

Key Achievements Include:

On behalf of Blue and White Chairman, LTG (Res.) MK Benny Gantz

- Drafting, refining, and offering English-language versions of Hebrew statements to the international press, social media posts, and talking points,
- Authoring original addresses for delivery to international audiences
- Adapting speeches and other written material into English-language op-eds for publication across the globe
- Preparing dual-language preparatory briefings ahead of meetings with world leaders and dignitaries
- Wording and refining correspondence with world leaders
- Preparing briefs on international media coverage

At large:

- Ghost-writing and co-authoring material for executives seeking to publish (See 'publications')
- Providing consultation in communication strategy and implementation to think tanks, social initiatives, and non-profits through varied written and visual media: grant proposals, reports, promotional video and a variety of outreach materials
- Analyzing organizational strengths and weaknesses, while crafting strategic plans to foster ties with international bodies in Israel and abroad and facilitate organizational growth
- Positioning academics to complete research, through mapping, analysis, and structuring of data, facilitating the writing process, wording, and offering close, in-depth editing

Atid E.D.I.

Lead Marketing Consultant to Israel Ministry of Economy

2013-2015

As the Lead Marketing Consultant to Israel Ministry of Economy on behalf of private consulting firm, I had the opportunity to:

- Drive the marketing and outreach efforts of "Invest in Israel: The Investment Promotion Center" at the Israel Ministry of Economy
- Direct strategic communication with a host of audiences: foreign policy-makers, foreign government officials, private commercial enterprises, and a network of 40 commercial attachés stationed throughout the globe
- Author speeches for senior Ministry officials for delivery at international forums based on in-depth analysis of strategic goals of IPC, bridging the interiority of organizational objectives with external audiences
- Produce original concepts and texts and oversee execution of a range of promotional materials: brochures, banners, advertisements, presentations, pull-up posters, e-mail campaigns
- Produce reports on specific industry sectors as needed, integrating a wealth of information from a variety of sources
- Conduct research on industry sectors, economic data, trade relations, and media coverage of stories pertinent to Israel's position as a potential site of FDI, incorporating into the full range marketing platforms
- Create wealth of web content based on web proposal, tailoring content to international web audience.
- Author investor files on case-by-case basis, reaching out and responding to potential investors across the globe with comprehensive reports tailored to their needs

Key Achievements:

- Authored speeches and written pieces at the highest international professional standard
- Proposed mapping of new website, integrating broad-scale analysis of organizational needs, working in close collaboration with Ministry IT & Web staff.
- Managed relevant social media, tripling scope of audience over a year-long span, while regularly scanning global media and adapting content to international investment community

- Untangled complex information from overlapping governmental agencies to create clear mapping of government incentives to foreign investors, making information available to global investor community and increasing likelihood of future investments

The Jewish Agency for Israel Department of Resource Development and Public Affairs

Relationship Manager Account Executive

2007-2010

As a relationship manager, I was privileged to work at a pivotal and instructive junction within Israel's largest non-profit organization, in a position that fused elements of project management, donor relations, internal communications, and marcom into one rewarding role. It entailed, among other responsibilities:

- Actively managing JAFI's largest international clients, whose investments totaled over 35 million U.S. dollars annually, stewarding donor relationships to the end of broadening commitment to organizational goals
- Performing at junction of complex internal system, integrating discrete organizational components and facilitating smooth interface between organizational and client needs
- Evolving relationships between organized philanthropic communities and JAFI through ongoing interactions with professional and lay leadership, developing strategies to enhance international exposure to wealth of human service and capital projects, whose beneficiaries included full range of Israel's citizens -- Jews, Arabs, Circassians, Russian and African immigrants, etc.
- Working locally with organizational leadership and field personnel to develop, market, and implement initiatives in dialogue with broad donor base
- Strategically crafting marketing collateral, writing, reviewing and generally overseeing broad range of public relations content for international audience
- Maintaining ongoing channels of dialogue with clients, organizational leadership and field personnel, overseeing implementation of funds and ensuring client satisfaction
- Directing site visits in a field spanning dozens of locations throughout Israel, engineering visits from the stage of conception through detailed execution, including group facilitation on-site
- Reviewing budgets and financial data, as part of overall QA scheme

Key Achievements:

- Forged meaningful and sustained relationships with dozens of donors across North America
- Key role in securing numerous six-figure gifts
- Successfully managed communication with donors, trouble-shooting where necessary to save major investments that had become jeopardized
- Boosted investment in specific projects that had become organizational priority
- Reached private donors, recruiting to JAFI Board of Trustees, and opening communities to JAFI presence
- Helped write protocol for communication between organizational components, increasing efficiency of internal communication and project implementation

The Hebrew University of Jerusalem

2005 - 2007

Research Assistant and English-language Publication Advisor

- Collaborated on English-language article and book preparation and publication with lecturers in four departments *See Publications, below*
- Conducted research in the field of international security and international law.
- Authored, edited, and translated (Hebrew-English) articles, lectures and documents for publication in international academic journals and presentation at international conferences
- Explored archives, manually and electronically, uncovering information for research

PUBLICATIONS

- Ghost-wrote articles published in the British Daily Telegraph (and translated for publication in French, Italian, Russian, Spanish, German) and the Times of Israel (links confidentially available upon request)
- Ghost-wrote *Gathering the Grains of Sand: My Search for Samuel Jacobs* (publication forthcoming, Gefen Publishing House, 2020)
- Undergraduate Thesis: "Separate But Enmeshed: Jewish Familial Practices in the Context of Majority Muslim Culture: a Look at Late Ottoman Aleppo and Reigning Gender Attitudes" published by **Ben Zvi Institute** via **the Hebrew University Press** in *Eretz U'Melo'ah, Aleppo Studies* Volume Two, (Heb), 2013.
- Amongst numerous other academic pieces, assisted in the production of:
- *Deadly Metal Rain: The Legality of Flechette Weapons in International Law* (Dr. Eitan Barak)
- *The Second Book of Maccabees* (Professor Daniel R. Schwartz);
- *The Migration-Narrating Body* (Professors Tamar Rapoport and Edna Lomsky Feder);
- *The Intellectual Challenge in the Struggle Against Human Bomb Terrorism and Other Forms of Inhuman Terror* (Dr. Hanan Shai).

AWARDS AND ACTIVITIES

- Critical thinking, analytical writing, and verbal reasoning skills assessed to be outstanding, scoring perfect 6.0 (99th percentile) in analytical writing section and 640 (95th percentile) in verbal reasoning section on GRE graduate psychometric exam.
- Hand-picked by JAFI for participation in resource development professional leadership cultivation course
- Selected by JAFI to attend writer cultivation course and awarded exclusive certification as marketing writer
- Awarded internship with the Jerusalem Bureau of the Baltimore Sun as a young adult, conducting interviews and assisting in the preparation of articles published in major U.S. newspaper
- Recognized by the Maryland State Bar Association for participation in "Law Links" summer legal internship program for high-achieving students selected from throughout the state of Maryland.
- Featured in the Baltimore Jewish Times as an adolescent, recognized for founding "FLY: Fighters for the Lives of Youth", a student organization to raise social awareness of child welfare
- Involved in the effort to foster the integration of elderly Soviet Jewry in Baltimore, Maryland

LANGUAGES

- English, Native
- Hebrew, Native Level Proficiency
- Yiddish, Basic