

MAAYAN JAFFE-HOFFMAN

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VISIONARY MARKETING EXECUTIVE

Strong and strategic leader who consistently takes the most challenging projects, **builds** exceptional teams and drives significant **ROI**. Recent results include a **90%** decrease in cost per lead, a **300%** increase in lead generation, and a **100%** rise in website traffic.

Managed teams of up to 50 and controlled monthly budgets of \$100,000+.

Passionate and knowledgeable about Israel.

Areas of expertise include:

- Strategic Planning
- Team Building & Training
- Budget Management
- Donor Engagement & Cultivation
- Project Management
- Reporting
- Dynamic Content Creation
- Synthesizing & Sharing Complex Messages
- Social Media Marketing
- E-Mail Marketing
- Public Relations
- SEO/SEM
- Landing Page Optimization
- Market Research
- Web Analytics

PROFESSIONAL EXPERIENCE

ISRAEL365, Jerusalem (*full-service marketing agency, news service and inspirational content publishers*)

2017 – Present

Vice President, Marketing & Brand Strategy | Editorial Director, Breaking Israel News

Built department with accountability for internal and external client strategic marketing success, including lead generation, crowdfunding, branding, landing page design, social media strategy, multivariate testing, email marketing and video. Currently lead team of eight and manage annual project billings of approximately \$2M with monthly client base of 5-10 small to mid-size businesses and nonprofits.

- **Drive content marketing strategy** for all of Israel365's business lines and our diverse client base.
- Established **cutting-edge approaches to social media management, web analytics and content marketing**; design compelling pitch presentations that convert 20% of prospects who receive them, and 65% of existing clients to one or more of the new services.
- Identify market trends, opportunities and priorities to drive financial and audience growth; guide marketing innovation and execution.

Selected client projects:

- Closed major deal so far worth \$72,000 to the agency and **delivered 9,000 leads in one month and an additional 30,000 in a separate 3-month boost** through integrated online marketing strategy.
- **Drove 115% increase in online sales and 127% increase in conversion rate** after leading multi-touch marketing strategy that included public relations, e-mail and website marketing and video.
- **Raised more than \$145,000** in online tree donations in three months, including 50% recurring gifts, through innovative Israel at 70 tree campaign that included designing a new crowdfunding landing page in line with current best practice thinking and using high-touch, easily replicable donor cultivation techniques.

HOFFMAN COMMUNICATIONS, Jerusalem (*reporting, PR and marketing agency*)

2015 – Present

Co-Owner & Chief Marketing Officer

Built an Israeli Ltd. that bills NIS 20,000 to 60,000 monthly and supports my extensive contract work.

Select clients:

- THE ISRAEL FESTIVAL, **Director of PR – Foreign Press** (2017 & 2018)
Handle **all festival foreign media relations, from pitches to press releases, to English marketing materials and community advertising**, with a focus on philanthropic support, tourism and English-speaking residents of Jerusalem.
- DMWAY, **Director of Marketing** (*a predictive analytics startup, 2017-Present*)
Built messaging and marketing from the ground up, including CEO's LinkedIn presence and the company website. Continue to support the client in developing blogs and social media posts and in generating leads through LinkedIn advertising and webinars. **Recruited 100 of the "right people" to our first Citizen Data Scientist certification webinar.**

- JOURNALIST (2000-Present)
Contribute to *Algemeiner*, *B'nai B'rith Magazine*, *Daily Caller*, *Jewish Philanthropy*, *The Forward*, *Fox*, *The Hill*, *Jerusalem Post*, *Jerusalem Report*, *Jewish News Syndicate*, *JTA*, *Politico*, *Roll Call*, *Times of Israel*, and more.

THE ISRAEL DEMOCRACY INSTITUTE, Jerusalem (*a non-partisan think-and-do tank*)
Director, International Communications

2015 – 2017

- **Managed a full spectrum of digital and print communications initiatives** from conception to completion, including op-eds, articles, press releases, marketing packages, presentations and speeches.
- Cultivated productive relationships with a diverse cohort of foreign correspondents, English-speaking media in Israel and diplomats, **growing IDI's media list from >100 to 750+ and increasing media hits 200+% year-over-year for two years.**
- **Increased social media footprint**, increasing page **likes by 196%** and average **post engagement 100%**.

NETSMART, Overland Park, Kan. (*Management process solutions and electronic medical records for more than 18,000 organizations*) 2014-2015
Senior Editor & Content Manager

- Developed **successful strategy for leveraging content across multiple channels** to take prospects through a personalized buyer's journey; served as the bridge between the demand generation and marketing teams.
- **Positioned technology firm as industry thought leader** through in-demand [white papers](#) with multi-platform dissemination plan, including [website](#), [blog posts](#), [infographics](#) and [video](#). Wrote for the CEO and placed SMEs in speaking engagements across the country.

"I can say with confidence that no one before or after Maayan has seen even close to her level of success... I would hire her immediately and without reservation if given the chance." [Read more.](#)

MID-ATLANTIC MEDIA, Baltimore, Md. (*Baltimore Jewish Times, Washington Jewish Week, STYLE, Insider*)
Editor-in-Chief & Director of Marketing

2006–2014

- Ran *Baltimore Jewish Times* weekly magazine, reaching then 10,000 paid subscribers and 60,000 weekly web and print readers; **increased paid print subscribers by 1,000+ in one year.**
- Managed a team of reporters, designers, copy editors, sales and marketing staff, making astute hiring decisions. I hired the JT's current managing editor as my senior reporter in 2012.

"Maayan guides each person on her team to excel at what they are best at... Maayan leads by example, and people will follow that lead." [Read more.](#)

- Secured new strategic partnerships and sponsorships, resulting in increased advertising and a prime list of younger subscribers.
- Launched new website, digital magazine and interactive app; **300 app downloads in first two months.**
- **Won multiple regional, national and international awards**, including beating out the *Washington Post* and *Baltimore Sun* for "Best of Show" with our 2012 election coverage.

THE ASSOCIATED, Baltimore, Md. (*Jewish community federation of Baltimore*)
Marketing & Communications Manager

2009-2012

- Oversaw a team of account executive and designers to create cross-organizational, integrated marketing strategies for nonprofit with \$30 million in annual contributions and its 14 agencies.
- "Brought the organization into the 21st century" with audience segmentation across e-platforms that still exists today, including **increasing email open rates from 10% to 25% and CTRs from 4% to 13%.**

"Maayan is not only a strong and capable marketing professional, but also serves as a highly effective leader." [Read more.](#)

JAFFE REPORTING & PR, Gush Etzion, Israel (*An independent agency*)
Owner

2000-2005

- Ran a successful independent agency with marketing and PR clients ranging from the Hebrew University and Lev L'Achim to Yeshivat Sha'alavim and Israel National News, grossing \$96,000 annually.

"She shows initiative and creativity and structures and presents materials in a way that immediately catches the interest of the reader, holds it, and communicates the essential information." [Read more.](#)

THE JERUSALEM POST, Jerusalem
Breaking News Editor

2002-2003

- Under extreme pressure, reported on daily news (including terror attacks) in Israel.

THE KOTERET GROUP, Tel Aviv
Account Manager

2000-2002

- Cultivated network of foreign journalists in Israel and successfully pitched stories, resulting in clients being featured in English, Dutch, Finnish and German-language publications.
- Planned and implemented **marcom plans for some of the country's most innovative cyber, med-tech and high-tech companies**, including IBM Israel, Portview Communications and the BIRD Foundation.
- **Independently mastered hi-tech Hebrew**; only English speaker in Hebrew-speaking environment.

SUN PUBLICATIONS, Overland Park, Kan.
Managing Editor, Kansas City Jewish Chronicle

1995-2000

- Promoted from intern to managing editor in five years; youngest editor to date.

EDUCATION & TRAINING

Master of Arts, Hebrew University, Jerusalem (2005)
Bachelor of Arts with Honors, Washington University, St. Louis, Mo. (1999)

Certifications:

Digital Marketing Management (Technion) | eMarketing (Community College of Baltimore County – CCBC)
Social Media for Business (CCBC) | Strategic Planning for Nonprofits (CCBC) | Proofing & Editing Techniques (CCBC)

NOTEABLE AWARDS

First Place Writing & Marketing Awards

American Jewish Press Association | American Marketing Association | Maryland, Delaware, D.C. Press Association

I AM A DISTANCE RUNNER

I am a distance runner and running yields success, so **I am likely to succeed at whatever you task me to do.**

There are clear distinct reasons why this is so... I:

1. **Understand the importance of goal setting.** Nothing significant can be achieved without clear and powerful goals.
2. **Am highly disciplined.** Training for a long-distance event takes months of consistency, sacrifice and effort – the secret ingredients for turning vision into reality.
3. **Know how to overcome obstacles.** I've run a 5K bleeding after a taller runner spiked my hand at the starting line, finished a half-marathon in weather so cold my lips felt frozen shut, and conquered Jerusalem's hills. Enough said.
4. **Recognize that competing with others is not the most important thing.** Competing against others is awesome, competing against yourself is the ideal. I'm always striving for my next PR (personal record).
5. **Build networks.** Runners spend hours on the road interacting with others, through which relationships are built, which lead to intricate networks. As the saying goes, "If you want to go fast, go alone. If you want to go far, go together."

Let's Talk!
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