joshua m weixelbaum

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**EXECUTIVE SUMMARY**

Having made Aliyah over 10 years ago, I have worked professionally in the field of “marketing Israel,” including recruiting students to Israel, and growing participation in Israel-based programming. My knowledge of North American Jewry and desire to assist Olim, coupled with my experience as an Account Manager, provide me with the necessary skillset to be a single point of contact for people in Israel or abroad. In addition, I have created, cultivated, and navigated partnerships for over 5 years and am an energetic and charismatic person who works well as part of a team as well as independently. I am fully bilingual and have strong project management, problem-solving, and presentation skills.

מאז עלייתי לארץ לפני כ-10 שנים, המיקוד המקצועי שלי היה ב"שיווק ישראל", החל מ"גיוס" סטונדטים

**PROFESSIONAL EXPERIENCE**

**Director of Gap Program Segment** Project Masa Israel

December 2018 – current

* Oversee business development, creating programs with potential partners to reach new target audiences including underserved global Jewish populations.. Cultivated new partnerships with several government agencies and oversaw two major pilot programs that combined existing gap programming with government-run programs.
* Budgeted several new mulit-million shekel programs co-developed with the National Service Authority and the Israeli Ministry of Defense (respectively).
* Account manager for all gap segment partners (gap program organizers, third parties involved in programs, donors), serving as both the single point of contact for external parties and organizational representatives.
* Responsible for research and analysis regarding global trends in the gap segment and presenting findings and strategies to all stakeholders.

**Director of International Student Recruitment** Bar-ilan university

November 2016 – december 2018

* Responsible for business development with partner organizations such as the Jewish Agency, Masa, NBN and the Jerusalem Municipality, to extend the reach of student recruitment
* Led growth from 400 to 1,000 international students within 2 years.
* Worked directly with the PR team to produce press releases and promotional articles about Bar-Ilan.
* Responsible for event planning and logistics for open houses, both in-house at Bar-Ilan and abroad. Developed and presented informational programs at global fairs and recruitment events.
* Created content for all print and digital marketing materials.

**Director of customer success & Business development** whodoyou

november 2015 – november 2016

Developed and maintained relationships with premium clients. This included upselling to existing clients, troubleshooting issues with various departments, and monthly phone calls to discuss how to best optimize their profiles. Responsible for pitches to hot leads (B2B) and follow-through until final acquisition stage.

**Assistant Director for VIP Visits** Bar-ilan university

November 2011 – October 2015

Marketing the university to major stake-holders in both English and Hebrew (examples include MKs, reps from the Israeli Education Ministry, and Education Counselors from various foreign embassies in Israel).

**SKILLS & ABILITIES**

* English speaker (mother tongue, 5), Hebrew speaker (fluent, 4)
* Detail-oriented with high level English writing/proofreading skills
* Public Speaking (Model UN, Bar-Ilan, World Zionist Congress, International Recruitment Fairs)
* Microsoft Office, G Suite, Salesforce, MailChimp, Asana, Trello (computer literate)

**EDUCATION**

## bar-ilan university, Ramat gan

### mba, Marketing & finance

## bar-ilan university, Ramat gan

### B.A., political science & economics