

Michal Sofia Liberman

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EDUCATION

Stony Brook University

Master of Business Administration in Marketing

Cumulative GPA: 3.7/4.0

Eastern Michigan University

Bachelor of Science in Communication and Public Relations

Cumulative GPA: 3.69/4.0 – Cum Laude

Stony Brook, NY

Graduation: *December 2020*

Ypsilanti, MI

Graduation: *June 2019*

PROFESSIONAL EXPERIENCE

The Social Lady

Marketing Project Manager

- Creating executive social media strategies for clients according to their goals and needs. Writing the content, and uploading it to social media posts to air as well as engaging with target audience on client's behalf.
- Managing the Facebook Groups for the company to maximize engagement and generate leads for the company.
- Handling the sales in U.S for clients interested in increasing their social media presence and building price quotes for each package.

Remote

January 2021 – Present

Stony Brook University

WISE Public Relations Graduate Assistant

- Granted a fellowship by the WISE (Women in Science and Engineering) department to develop, run and execute a series of 10 professional clinics for undergraduates that is called– “Michal’s Café”. An average of 12 students attended each session, and the clinics were also recorded, edited, and uploaded to the web which increased engagement on site by 41%.
- Collaborated with WISE to create videos and graphics for the website and social media platforms to highlight the program, such as the “60 WISE SEC” video series program interviewing WISE students about their unique experiences as women in STEM.

Stony Brook, NY

November 2019 – December 2020

Israel Ministry of Education

Yearbook Designer

- Designed 35 yearbooks for a public kindergarten in Petah Tiqua utilizing design software's to establish the institution brand image while commemorating the children's most special moments.

Petah-Tiqua, Israel

May 2011 – June 2019

Hapoel Jerusalem Swim Club

Content Creator and Social Media Intern

- Created and developed written, photographed, and recorded content for a swim school business while managing and promoting the club through social media, increasing exposure and membership by 26% (2018).
- Worked as team captain to strengthen the interconnectedness among team members by encouraging their moral, organizing team activities and included them on social media posts. Those actions increased cohesion and dedication within the team.

Jerusalem, Israel

June 2018 – August 2019

Eastern Michigan University

Content Writer

- Held the blogger position for the official university blog, creating and releasing nine creative- original articles.
- Wrote six press-releases for “EMU-Today”, the university official web newspaper at APA style writing. Including researching and verifying facts as well as interviewing subjects for the news pieces (2018).
- Hired by the College of Education department at EMU, to cover press releases and creative content for the social channels as well as organizing and promoting the first annual video-contest with a \$500 prize for the winner.

Ypsilanti, MI

September 2017 – April 2019

Israel Defense Force

Office Coordinator

- Held a key position as the office-clerk and room coordinator agent for the military support branch in the IDF under the mandatory military service. Handled a high-rank officer's yearly schedule while make sure all day-to-day appointments and responsibilities are taken care of.
- Coordinated the military's base room rental process, allowing other units to book lecture halls and offices for specific events.

Ramet HaSharon, Israel

2013 – 2015

ACTIVITIES & HONORS

Israeli Competitive Swimmer

- National record holder in the 200 Mixed Medley Relay (December 2019)
- Seven-time individual national champion in various sprint events (2014-2019), and 18 top-three finishes at the Israeli National Championships
- Qualified for the World University Games (2015), the second largest sporting event in the world
- Qualified for the European Championships (2015), the most prestigious swimming competition in Europe
- Represented the Israeli National Team in various international competitions

2009 – Present

Varsity Swimming

Eastern Michigan University / Stony Brook University

- School record holder at Stony Brook University in the 100 Yard Butterfly (2020) and America East Conference Champion
- Three-time America East Conference Swimmer of the Week and MAC Conference Team (2016, 2017, 2018)

Ypsilanti, MI / Stony Brook, NY

September 2015 – 2020

Hillel at Eastern Michigan University

Israeli Chair and Board Secretary

- Volunteered at the Hillel chapter of EMU, enriching Jewish communities by organizing, hosting, and facilitating events.

Ypsilanti, MI

September 2017 – April 2019