

MARAH SHUMAN ALTENBERG

SUMMARY

Award-winning **Youth Director** and **Communications** professional with significant progressive experience in management, programming, social media, public relations, budgeting, relationship building and leadership for major metropolitan newspapers, on-line publications, non-profit/profit corporations, synagogues and Jewish centers. Experienced in building new programs, events

SEO Strategy
Digital Media Content
Website Development
Video Development

Content Development
Content Management
Editing/Proofreading/Photography

Media Relations
Brand Building
Marketing Communications

TECHNICAL SKILLS

Social Media: Constant Contact, Facebook, Instagram, LinkedIn, MailChimp, Sprout, Twitter, Pinterest, Google+

Software: MS Excel, Outlook, PowerPoint, Word, Microsoft Office Suite, In-Design, WordPress, Canva, Videolicious

PROFESSIONAL EXPERIENCE

North Suburban Synagogue

Beth El, Highland Park, IL

2018 - Present

Director of Youth Community

- Marketing and communication for programming
- Developed informal youth programming for children from kindergarten through 12th grade
- Ran major synagogue-wide events such as carnivals for 500 plus
- Managed budget for entire youth department
- Managed several employees

Prime Publishing, Northbrook, IL
Editor

2016 - 2017

- Managed, marketed and developed two major digital lifestyle web sites with two million unique readers
- Worked with freelance bloggers and created blog posts for sites
- Maintained all content for sites including: adding long form and short form content to websites including link outs, keyword pages and pillars
- Performed all site maintenance duties
- Developed and edited numerous type of content daily
- Develop and manage website content and social engagement strategies
- Built up audience on Facebook, Twitter, Pinterest, Google+ and other sites
- Developed columnists, bloggers. Sought out content to round out site
- Implemented comprehensive SEO strategy

Chicago Tribune/Pioneer Press, Chicago, IL.
Manager-News Editor

2012 - 2015

- Developed and copyedit stories. Managed and trained writers, photographers, graphic designers. Finalized layouts within deadlines set for final print. Managed 4 to 6 direct reports.
- Generated ideas for news and features with staff. Cultivated column ideas and wrote them.
 - Vision for the college, areas of the curriculum, coverage of President retiring
- Managed and coordinated reporters, freelancers and photographers including on-site coverage for stories:
 - Long Grove house explosion, with first interviews of neighbor who saved homeowner of home that exploded; lead coverage of reporting team entire weekend.
- Developed and managed website content and social engagement strategies; sent daily news summaries to subscribers, Facebook and Twitter posts. Strong project manager.
- Designed layout for final publication. Created line up. Proofed all pages. Raised paper profiles.

United Hebrew Congregation (UHC), Bukit Timah, Singapore
Executive Director

2011 - 2012

- Drafted, edited, and produced monthly news reports to entire Singapore Jewish community via printed publication and social media strategy.
- Administrated, managed and directed largest community synagogue in Singapore while coordinating all communications between Singapore Jewish community and Israeli Embassy in Singapore. Developed press releases.
- Enhanced and improved visibility of organization within the community.
- Developed website presence for the congregation and regular newsletters.
- Worked on program development and community building with Israeli ambassador and deputy ambassador
- Worked closely with Orthodox community to help overall Jewish community evolve and thrive
- Developed and ran several programs including high holiday services and holiday meals, Seders, Purim Celebrations, study groups, among a plethora of successful events, for 100 to 300 people depending on the event.

Am Yisrael Synagogue, Northfield, IL
Director of Youth & Family Services and Programming

2008 - 2011

- Utilized social media and traditional means of communication to organize, communicate
- Oversaw various youth, family, educational and social programs.
- Developed a community network of children and parents in the community to build up and help evolve our synagogue youth groups.
- Worked hard to involve teens in leadership and board positions and help them to develop these types of skills for future involvement in the Jewish community.
- Worked tirelessly to help all youth at the synagogue develop their Jewish identity and feel passionate about their role in the synagogue and more importantly in the Jewish community.
- Served as a mentor and confidante to teens who sought to growth in numerous ways, including emotional support
- Worked with other synagogue leaders in the Jewish community to build better and more far-reaching programs for teens and families
- Staffed numerous youth conventions and helped provide programming guidance
- Established vast network of contacts in Chicago Jewish community among synagogues, Jewish organizations and Jewish entrepreneurs

Consumers Digest, Chicago, IL
Senior Editor

2006 - 2008

- Edited in-depth articles on wide spectrum of topics including consumer goods, health and safety products, and travel policy for national circulation.
- Created biannual College Guide for Consumers – collected data on pricing, culture and curriculum to determine best values for consumers.
- Managed, organized, and directed writers and freelance staff.
- Drafted featured national articles on consumer goods.
- Developed publication by designing layout of consumer reports for national audience.

Pioneer Press, Vernon Hills, IL
Managing Editor, Reporter, Editorial Staff

1996 - 2005

- Edited and proofread all content published daily for Chicago circulation. Drafted editorials and worked with community leaders. Manage 5 to 7 direct reports.
- Wrote stories on school districts, community colleges and state and federal education issues; provided coverage of school district strikes.
- Investigated, reported, and drafted news articles, and specifically covered the 1996 Democratic Convention and 1997 Presidential Inauguration.
- Created and finalized the newspaper daily design and layout. Adept at partner development
- Illinois Press Association Awards and Recognition: Gurnee major flood coverage, impact on community and personal stories of residents.

Am Yisrael Synagogue, Northfield, IL
Director of Youth & Family Services and Programming

1996 - 2005

- Built new youth program from the ground up. Started comprehensive youth program with three new groups, built boards and support for new groups, including high school USY group.
- Ran local conventions and worked on national convention held in Chicago area
- Ran synagogue-wide programming and developed new programming and social action events
- Mentored middle school and high school students on a regular basis, helping them to develop leadership skills and increased self-esteem.
- Managed budgets, data bases and all organizational aspects of the groups and programs
- Taught high school Hebrew High Classes and helped developed curriculum for classes
- Developed social media and public relations strategies
- Worked with executive staff on helping to build up synagogue membership strategies
- Supervised youth staff and delegated tasks
- Supervised major fundraisers and social action initiatives in the community

EDUCATION

Bachelors of Science, Journalism, University of Illinois, Champaign-Urbana
Honors: Hearst Award in Journalism, Roy Howard Foundation Scholarship
Content Strategy for Professionals Certification –Northwestern University – In-Progress