

# Yael G. Fishman

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## PROFESSIONAL EXPERIENCE

JOHN KNOX VILLAGE, Pompano Beach, FL

April 2018 - present

### *Digital Marketing Coordinator* (August 2022 - present)

- Coordinate all in-house digital marketing efforts including, email marketing, content marketing, Paid Search/PPC (Pay-Per-Click), Paid and Organic Social Media, keyword research, SEO (Search Engine Optimization), website edits and posts
- Content creator for original blog posts, website copy, ads and collateral
- Initiated and implemented email drip campaign targeted to 4,000+ untapped qualified leads harvested from CRM
- Implemented and ongoingly plan monthly Social Media calendar – create social media content, post, manage social media inbox, monitor and report on engagement
- Work with media partners to assist with website rebuild, and execute email blasts, branded content, programmatic, and digital banner campaigns
- Monitor website engagement and report on Google Analytics

### *Life Enrichment & Communications Coordinator* (August 2019 – August 2022)

- Editor for monthly calendar and publications promoting events
- Conceive, plan and execute meaningful, engaging programs and events for John Knox residents with focus on lifelong learning and multigenerational programs with area schools and universities
- Developed new programs including annual Breast Cancer Walk event and Letter Writing Society
- Marketing liaison and content contributor for event-related collateral, Bravo Guide to the Arts, and Village Voice (John Knox Village's Magazine)

### *Communications & Events Specialist* (April 2018 – August 2019)

- Project Manager for marketing collateral
- Assisted Sales & Marketing in executing sales events for current inventory and new construction
- Implemented rebranding across all lines of business and all departments

SUN SENTINEL/TRIBUNE ONLINE CONTENT, Deerfield Beach, FL

August 2007 – April 2018

### *Content Creator* (April 2017 – April 2018)

- Content creator for branded content advertorials, client website content, and sales collateral
- Trained in print, digital and mobile advertising tactics including SEO, SEM, Target Marketing, Email Marketing, and Google Adwords

### *Co-op Advertising Coordinator* (August 2007 – April 2017)

- Created new revenue streams for Automotive and Retail Advertising teams
- Initiated and coordinated ad sales and contributed editorial content to Broward 100, special section bringing in \$82.5k of incremental revenue
- Researched and discovered in excess of \$35k in available manufacturer funds for Sun Sentinel clients to use towards advertising costs

## FREELANCE WRITER

- **Business blogger** – Native content writer for business websites using SEO optimized content
- **Email Marketing** – Construct newsletters for businesses and organizations using Contact Contact and Mail Chimp
- **Personal blogger** – [www.yaelunzipped.wordpress.com](http://www.yaelunzipped.wordpress.com)

- **Food blogger** – Instagram: @call.me.sugar
- **Portfolio** – [yfishman67.journoportfolio.com](http://yfishman67.journoportfolio.com)

## DIGITAL MARKETING SKILLS

Keyword Research	Search Engine Optimization	Email Marketing
Blog Writing	(SEO)	Google Analytics
Content Creation	Search Engine Marketing (Paid	CRM/Automation
Content Marketing	Search)	Retargeting
Copywriting	Social Media Marketing, Paid &	
Proofreading/Editing	Organic	

## PLATFORMS & TECHNOLOGIES

WordPress	Mail Chimp	Google Doc
Elementor	Ziflow	Google Sheets
SmartSheet	Microsoft Teams	Google Slides
Sprout Social	Slack	Outlook
CareMerge/Icon	Discord	SharpSpring
Tripleseat	Microsoft Word	Google Analytics
Constant Contact	Excel	

## EDUCATION

University of Central Florida, Orlando, FL  
 Certification in Digital Marketing, November 2022

Emerson College, Boston, MA  
 Bachelor of Arts, Cum Laude  
 Mass Communications / Communication Studies

## AWARDS

PRIDE AWARD, (People Responsible in Delivering Excellence), Sun Sentinel, October 2015 and April 2017  
 STAR OF THE QUARTER, John Knox Village, October 2018

## PROFESSIONAL DEVELOPMENT

- Web Development and Monetization, DGx (Digital Experts), February 2023
- Social Media Marketing Bootcamp, September 2022
- How to Write Killer Copy, November 2019
- The Women’s Conference, October 2019
- Project Management, July 2019
- Leadership Skills for Women, May 2019
- Take Back Your Workday, September 2018