

REBECCA PORTNOY

Tuckahoe, NY • rebecca.portnoy@verizon.net • digital portfolio: www.rebeccaportnoy.com

Marketing and Communications Specialist; Exceptional Writer, Editor, Proofreader

CONTENT CREATION ACROSS OWNED, PAID, EARNED MEDIA
BRANDING AND CONTENT STRATEGY • SOCIAL MEDIA • SPEECH WRITING
VIDEO SCRIPTING AND DIRECTION • PUBLIC RELATIONS • CRISIS COMMUNICATIONS

Work

Associate Director of Communications 2017 - present

WEB MASTER | SOCIAL MEDIA MANAGER | PR MANAGER | SPEECH WRITER

Concordia College New York, Bronxville, NY

As the College's chief storyteller, provide strategic oversight, direct and create content for all areas of the College – admissions, advancement, alumni relations, student experience and president's office – across multiple channels including web, social media, email, video, print and verbal communications. Engage, inform and motivate key audiences – prospective students, donors, alumni and regents – with compelling, on-brand content. Optimize minimal marketing budget for greatest impact.

- Quickly promoted through Communications Associate and Communications Manager roles.
- Brought consistency of voice and brand expression to communications College-wide.
- Significantly increased press mentions, enhancing visibility with local audiences.
- Defined and created case for support and public messaging for multi-year capital campaign.
- Infused long-standing College events with strategic branding and messaging content.
- Defined strategy for social media channels and significantly increased social media engagement.
- Conceive, write and direct multi-media presentations for major events.
- Write talking points and speeches for president and other administrators.
- Write and direct promotional videos and digital ads.
- Continually update and build out the College's website.
- Source, report and tell stories that matter.
- Manage Marketing Assistant.

Freelance Writer/Editor 2000 - 2017

Canon USA

Wrote a wide variety of consumer-facing and B2B communications including camera and camcorder websites, brand and asset-promoting microsites, instructional microsites, brochures, technical guides, radio scripts, dealer announcement letters, freestanding inserts, emails, in-store signage and more.

P.R.I.M.E. Finance

Wrote position papers and grant proposals targeted toward non-financial audiences for this Hague-based, non-profit foundation that serves as a center of expertise around derivatives and structured securities.

Borders

Wrote and edited English-language versions of Japanese advertising and marketing materials.

Additional Clients

American Express; Bloomingdale's; Breck's; Canyon Seven; Disney; eCrossings Media; The Gerald R. Ford School of Public Policy at University of Michigan; Learn & Play Catalog; The Smile Train.

Technology

Microsoft Office; Adobe Creative Suite programs; website design/content management platforms.

Education

BA, Spanish Language and Literature, University of Michigan, Ann Arbor, MI.

Community

Executive Board, Concordia Conservatory, Concordia College New York, Bronxville, NY.

Executive Board, District-wide Special Education PTA, Eastchester, NY.