

ELISSA EINHORN
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SKILLS

Trained Journalist	Professional Editor
Contract Management	Marketing Writing
Grant Materials	Skilled Interviewer
Article Writing	Annual Reports

EDUCATION

- Master of Science, Mass Communications/Journalism, Virginia Commonwealth University, Richmond, Virginia, 1989
- Bachelor of Arts, Psychology, State University of New York at Oneonta, 1981

PROFESSIONAL EXPERIENCE

Freelance Writer/Editor, August 2016-Present

Publications

The Jerusalem Post
J Weekly of Northern California
Global Leader Today magazine
Inside Arden
Hadassah Hospital
Hadassah Academic College

Blogs

Kveller.com
Medium.com
EnigmaLife.com
Vocal.com
Times of Israel

Organizations/Companies

Joint Distribution Committee
Center for Women's Justice
Assoc. for Civil Rights in Israel
Mylestones, Inc.
FoodMentum, LLC
Ventures International
Society for Advancement of Education

Assistant Director, Jewish Federation of the Sacramento Region, 2012-2016

- Managing Editor and sole Staff Writer for community newspaper.
- Produced grant proposals, annual reports, strategic plans, press releases, Op-Eds, and related materials.
- Developed and executed communications strategies leading to increased community engagement, including the complete redesign of the agency newspaper and website.
- Serve as media and community liaison, monitoring local and global issues.

Communications Director/Managing Editor, Jewish Federation of the Sacramento Region, 2006-2008, 2010-2013

- Managing Editor and sole Staff Writer for community newspaper.
- Created thematic in-depth spreads and supplements covering a range of issues.
- Responsible for e-Communications, branding, outreach, and product development.
- Organized and coordinated communication strategies to maximize cost efficiency and effectiveness.
- Raised the relevance of Federation and built successful partnerships with community organizations.

Communications Director, WestEd Center for Prevention and Early Intervention, 1997-2010

- Completed original writing assignments for nationally disseminated publications.
- Provided project management, product development and implementation, and content analysis for more than a dozen contracted projects annually.
- Analyzed and conceptualized a broad range of materials including legal rights documents, research reports, technical papers, and education curricula and created family- and professional-friendly publications.
- Managed prepublication review processes, facilitated state-level workgroups, and served as staff liaison to Governor-appointed interagency advisory councils.
- Oversaw the statewide dissemination of nearly half a million outreach publications, reports, and related brochures annually.
- Collaborated with program staff on grant development and to develop products for practitioners, policymakers, and families.

Journalist, *The Roseville Press Tribune*, and Business Owner, "Keystrokes," 1996

- Contributed news and feature stories as well as supplemental assignments for thrice-weekly newspaper as well as sister newspapers in the area.
- Clients included *The Sacramento Bee*, School Boards Association, and Red Cross.

Writer/Editor, Resources in Special Education Project, 1993-1996

- Authored education-related news and feature articles, as well as supplemental materials, for statewide newsletter.
- Managing Editor for project publications, including educational curricula, training materials, annual reports, and newsletters.

Director of Communications, Virginia Trial Lawyers Association, 1989-1991

- Managing Editor for all publications, including annual reports and quarterly journal.
- Authored articles, press releases, bylaws, and marketing brochures.