

# *CURRICULUM VITAE*

## **Personal Info:**

Name: **Malka Shacham**

Year of birth: 1979

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## **Academic Education:**

2013: Ph.D. candidate in the Department of Communication studies at Ben-Gurion University of the Negev.

2002- 2007: M.A in Communication Sciences, Ben Gurion University.

1999-2001: Graduate of the Press and Communication Unit, Bar Ilan University.

1997-2000: BA in Communication and Political science, Bar Ilan University.

## **Relevant work experience:**

From 5/2013: **PR Manager** at Shoulder to Shoulder org.

Professional liability: Upgrading and management organizational publicity and PR Systems, media empowerment and resource development, managing social media, organizational website management, fostering relationships with philanthropic, business and public scenes.

2009-2013: **Spokesperson** - Sulam org.

Professional liability: Upgrading and management organizational publicity and PR systems, building advertising strategy, branding and media exposure of the organization, organizational website management, resource development, cultivating relationships with government agencies, philanthropic, business and public scenes.

Projects under my control have got millions shekels financial support by different funds and organizations. I was also in charge of organizing meetings with government ministers, heads of municipal departments and participated in negotiations as a project manager.

2004-2008: **PR and Project Manager** – Chabad org.

Professional liability: Management of PR, media relations development, development and website management organizational resource development, event production, cultivation government relations, public and business forum.

2002-2004: **PR Coordinator** - Beit Moriah org.

Professional liability: Organizational public and media relations, design and production of publications, strengthening relationships with government agencies, business enterprises and public figures, website development, while launching innovative means of Data Mining.

2001-2002: **PR Coordinator** - Machon Lev: Jerusalem College of Technology

Professional liability: Press coverage of the organization's various accomplishments, producing a printed news magazine and editing a virtual magazine, responsibility for developing the content of corporate website, producing periodical events and sciences conferences.

2000-2001: **Correspondent** at "Sheva", "Mashov", "Epohe", "On Campus" Newspapers. My job included article writing in the field of education, culture and leisure as well as professional correction of articles written by inexperienced authors.

5/00-9/00: **Internship**: Assistant spokeswoman of Ariel Sharon.

**Languages:**

Hebrew: mother tongue level,

English: very high level,

Russian: mother tongue level.