

I L A N M E I S T E R

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E M P L O Y M E N T

- 2007** **Self Employed** **Israel**
Freelance Consulting and Web Development
- Website planning, marketing consulting, copywriting, website design and development for various clients
- 2004–2006** **Oleh! Marketing Communications & Design** **Jerusalem**
Creative Director / Project Manager
- Directed creative development of all client and internal projects
 - Wrote website content, scripts, copy and storyboards
 - Wrote Client Project Proposals and Service Agreements
 - Managed communication between the various department directors. Composed Project Specs, internal Creative Briefs and Product Descriptions.
- 2002–2004** **Self Employed** **Toronto - Jerusalem**
Freelance (Creative Services)
- Website and print design, Copywriting, and Flash animations for various clients
- 2001–2002** **NRX Global Corp.** **Toronto**
Director of Electronic Communications
- Responsible for content and creative direction of all electronic communications including: a B2B website, customer e-cards and product demos
- 1999–2001** **FantasyTeam Sports/Scoreboard Inc.** **Toronto**
Director of Internet Operations (hired as Webmaster)
- Designed, wrote and edited website content, Flash animations, video segments and games for online sports network
 - Implemented refocused workflow on sports news, a daily sports Webcast and creative marketing concepts resulting in traffic increase of 900% in six months
- 1998-1999** **Mount Sinai Hospital (Public Relations Dept.)** **Toronto**
Community Relations Officer
- Coordinated public Health-related events
 - Edited donor newsletters, wrote copy for promotions, ads and speaker invitations
- 1997–1998** **UJA Federation of Greater Toronto** **Toronto**
Region Coordinator
- Liaised with community leaders and assisted organizations with grant proposals
 - Created and edited community newsletter
- 1994–1995** **The Jewish Tribune** **Toronto**
Freelance Journalist
- Wrote for national Jewish newspaper - several articles ran front page

1994 **B'nai Brith Canada** **Toronto**
Summer Intern for the Executive Vice-President

- Researched and summarized materials of concern for the Jewish leadership
- Wrote research reports for the League for Human Rights

E D U C A T I O N

1999 **International Academy of Design** **Toronto**
Certificate: Digital Media Design

1994-1997 **Seneca College** **Toronto**
Diploma: Creative Advertising

1993-1997 **York University** **Toronto**
B.A (Honors): Mass Communications & Psychology

V O L U N T E E R E X P E R I E N C E

1995-2000 **Hoops for Hope** **Toronto**
Founder and Director

- Directed virtually all aspects of this annual basketball tournament fundraising event including sponsorships, recruitment, publicity and logistics
- Recruited and delegated responsibilities to over 80 volunteers
- Wrote press releases, PSAs, event programs and advertising copy
- Succeeded in raising over \$200,000 over 5 years for the Gift of Life Foundation

1994-1999 **Gift of Life Foundation** **Toronto**
Donor Recruitment Drive Coordinator

- Organized all aspects of bone-marrow donor recruitment drives
- Recruited and trained volunteers
- Coordinated public-awareness campaigns

1996 **United Way of Greater Toronto** **Toronto**
Copywriter (Internship)

- Wrote copy for advertising and promotional materials for mega-charity

S O F T W A R E S K I L L S

- **Creative:** Photoshop, Dreamweaver, Contribute, Flash, Acrobat, Illustrator
- **Office:** Word, Excel, Powerpoint
- HTML and CSS

PORTFOLIO SAMPLES AND REFERENCES AVAILABLE UPON REQUEST
