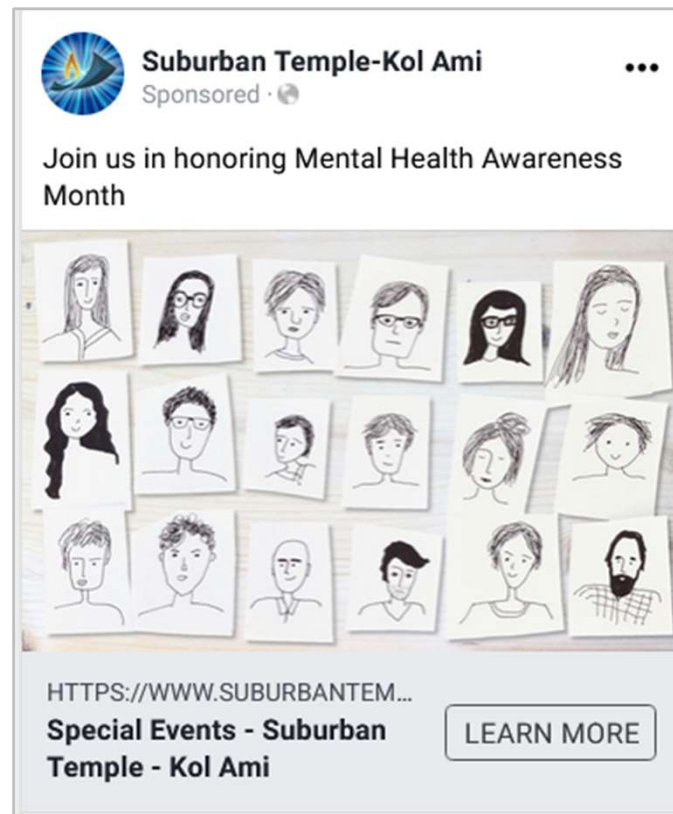


Integrated Campaign with Multiple Objectives – Publicize Mental Health Awareness Month, Support “Always Welcome” Positioning, Build Awareness and Drive Member Engagement – Resulted in 20% Attendance Increase Over Similar Event and 4% Ad Recall for Facebook Ad with Small Budget

As Director of Engagement and Marketing for Suburban Temple-Kol Ami, Crafted Strategy, Wrote Copy, Art Directed Look & Feel, Developed Targeting, Liaised with Press

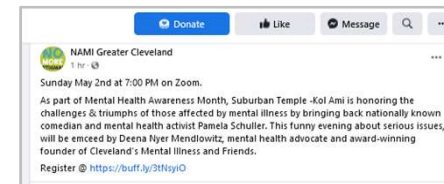
Paid Media – Facebook



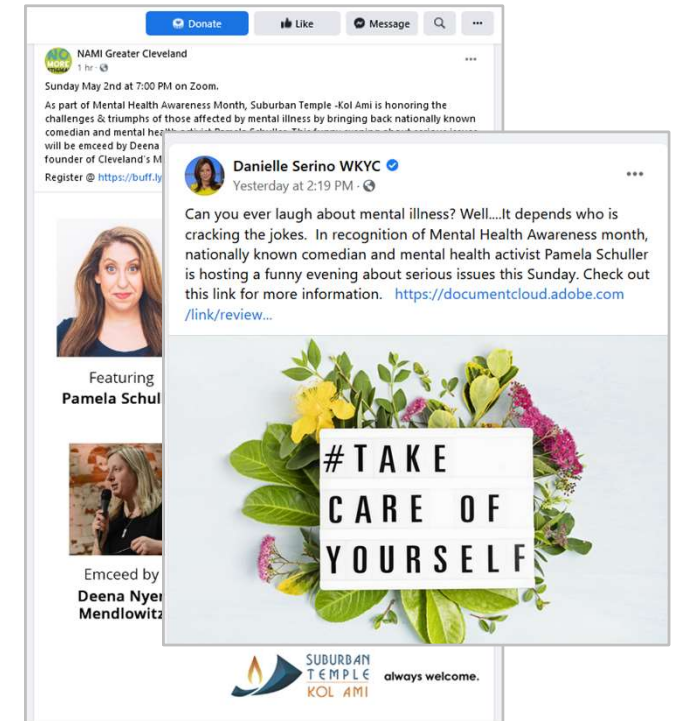
Paid Media – Digital



Community Outreach Social Media/Phone Calls/Emails



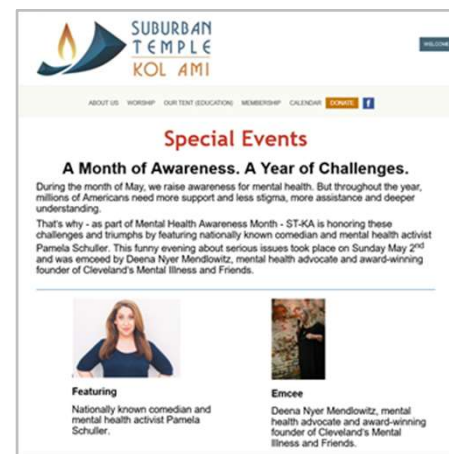
Earned Media – Facebook



Owned Media – Facebook



Landing Page



Paid Media – Print



Owned Media – Publications



Earned Media – Print/Digital/TV



SCENE



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