

Michal Sofia Liberman

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EDUCATION

Stony Brook University

Master of Business Administration in Marketing

Cumulative GPA: 3.7/4.0

Eastern Michigan University

Bachelor of Science in Communication and Public Relations

Cumulative GPA: 3.7/4.0 – Cum Laude

Stony Brook, NY

Graduation: *December 2020*

Ypsilanti, MI

Graduation: *June 2019*

PROFESSIONAL EXPERIENCE

Optimove

CRM Associate

NYC, NY

September 2021 – Present

- Providing full CRM support to Optimove's Tier 1 Clients by developing their communication strategy according to customers lifecycle journeys and behavioral campaigns.
- Services include: setting up campaigns, creating target groups, designing email templates, writing copy, strategizing messaging with timing, monitoring and optimizing campaigns, setup A/B testing, and coordinate campaigns to 100K+ consumers every day.

Michal Sofia LLC

President

Remote

February 2022 – Present

- Founded a digital marketing agency to provide consultation services to various B2B and B2C spaces. Services include marketing coaching and corporate lectures, managing social media accounts, developing strategy and branding, content creation, design, copywriting, blogging, press release coverage, website development, email marketing, and photography.
- Manage a team of three workers, and a handful of service providers to create a completed package for my clients with all of their marketing needs.

The Social Lady

Marketing Project Manager & Sales Representative

Remote

January 2021 – August 2021

- Providing complete social media and marketing services to various clients on social media. Services included; conducting an industry research (with branding guidelines, SWOT & competitive analysis); creating content calendars (with designing, editing, and writing content); managing the day-to-day marketing and social media efforts; and engaging with target audience on client's behalf.
- Handling the sales for clients interested in increasing their social media presence and building price quotes for each package.

Stony Brook University

WISE Public Relations Manager

Stony Brook, NY

November 2019 – December 2020

- Granted a fellowship by the WISE (Women in Science and Engineering) department to develop, run and execute a series of 10 professional clinics for undergraduates that is called– "Michal's Café". An average of 12 students attended each session, and the clinics were also recorded, edited, and uploaded to the web which increased engagement on site by 41%.
- Collaborated with WISE to create videos and graphics for the website and social media platforms to highlight the program, such as the "60 WISE SEC" video series program interviewing WISE students about their unique experiences as women in STEM.

Eastern Michigan University

Content Writer

Ypsilanti, MI

September 2017 – April 2019

- Held the blogger position for the official university blog, creating and releasing nine creative- original articles.
- Wrote six press-releases for "EMU-Today", the university official web newspaper at APA style writing. Including researching and verifying facts as well as interviewing subjects for the news pieces (2018).
- Hired by the College of Education department at EMU, to cover press releases and creative content for the social channels as well as organizing and promoting the first annual video-contest.

Israel Defense Force

Office Coordinator

Ramet HaSharon, Israel

2013 – 2015

- Held a key position as the office-clerk and room coordinator agent for the military support branch in the IDF under the mandatory military service. Handled a high-rank officer's yearly schedule while make sure all day-to-day appointments and responsibilities are taken care of.
- Coordinated the military's base room rental process, allowing other units to book lecture halls and offices for specific events.

ACTIVITIES & HONORS

Israeli Competitive Swimmer

2008 – 2021

- National record holder in the 200 Mixed Medley Relay (December 2019)
- Seven-time individual national champion in various sprint events (2014-2019), and 18 top-three finishes at the Israeli National Championships
- Represented the Israeli national team at various competitions including the World University Games in 2015 (the second largest sporting event in the world), the European Championships in 2015 (the most prestigious swimming competition in Europe), and others.

Varsity Swimming

Eastern Michigan University / Stony Brook University

Ypsilanti, MI / Stony Brook, NY

September 2015 – 2020

- School record holder at Stony Brook University in the 100 Yard Butterfly (2020) and America East Conference Champion
- Three-time America East Conference Swimmer of the Week and MAC Conference Team (2016, 2017, 2018)