

PROFILE

Strategic Creative Leader accomplished in crafting visionary, high-growth strategies that revolutionize and propel non-profit organizations and corporations to success. Consummate relationship builder with two decades of experience championing brands, educating internal and external stakeholders and building consensus. Adept at conveying the narratives of mission-driven organizations and building brand engagement across channels.

PROFESSIONAL EXPERIENCE

JCC CHICAGO, Northbrook, IL

Chief Marketing Officer | May 2024 – January 2026

Directed brand vision, growth, and market impact for the largest Jewish Community Center in North America. Managed a ten-person team supporting the agency's diverse marketing and communications needs—from Early Childhood to Camps to Community Engagement and beyond—advancing the J's promise to create a more connected, inspired community.

- Led a comprehensive brand refresh that redefined JCC Chicago's market positioning and clarified its value proposition across the Jewish communal landscape. The work informed a fully reimaged website, integrated digital and email strategies, refreshed annual reports, and cohesive storytelling across all channels.
- Developed and launched the multichannel advertising campaign *A Jewish Choice Makes All the Difference*, with tailored iterations for Apachi Day Camp, Camp Chi, and JCC Chicago Early Childhood—strengthening program visibility and enrollment marketing.
- Orchestrated the largest brand amplification initiative in JCC Chicago's history, elevating the Growing Hope message through an integrated campaign that reached 1.1 million people at the Growing Hope Concert and more than 3 million in the month that followed.
- Strengthened marketing operations by redesigning the client project fulfillment process, increasing transparency, cross-functional collaboration, and strategic alignment across departments.
- Cultivated a high-performance team culture grounded in data-informed decision-making and elevated creative standards.

THE WALDER GROUP, Skokie, IL, December 2019 – May 2023

Director of Brand and Strategic Communications, February 2021 | Director of Brand and Creative Development

Founding director of strategic marketing, branding, and communications for parent nonprofit organization and its three education-focused organizations serving the Chicago Jewish Orthodox community.

- Built relationships with organization leadership and community stakeholders to innovate ways of engaging and serving the community.
- Key point person in strategic planning process for all organizations to assess strengths/weaknesses, and identify initiatives needed to support significant growth.
- Spearheaded robust rebranding process resulting in brand positioning language and new visual identities for four organizations including logos, websites, print and digital collateral, signage, swag, advertising, and more.
- Led the development of four new websites reflecting refreshed brand identity of each organization including newly developed overarching organization. Oversaw all design, copywriting, photography, as well as integration of third-party platforms for ecommerce and fundraising.
- Created new marcom infrastructure and processes for all organizations to drive strategic outcomes and scale. Includes developing a system-wide agency-model to fulfill marcom needs, building and leading internal and external marcom team, and establishing protocols for budgeting and analytics reporting.

JEWISH UNITED FUND OF METROPOLITAN CHICAGO, Chicago, IL, March 2019 – September 2019

Interim Assistant Vice President of Marketing and Communications (Contract)

Led innovation of new communication initiatives and stewarded marcom portfolio of Asst. VP of Marcom.

- Refined strategy to reach new audiences and strengthen inbound marketing outcomes.
- Expanded social media growth and digital engagement.
- Spearheaded new microsite development including lead generation campaign.

BERNARD ZELL ANSHE EMET DAY SCHOOL, Chicago, IL, May 2014 – February 2019

Director of Marketing and Communications

Transformed branding, social media, advertising, print and digital initiatives to expand market position for one of the premier Jewish day schools in the country.

- Spearheaded award-winning brand refresh to tell the story of Bernard Zell with compelling imagery and language, showcased in multi-channel marketing campaign, admissions brochure, signage, video series, and more. The “*BE AMAZING*” marketing campaign won a 2016 Silver Trumpet Award.
Led the school’s social media presence including Facebook, Twitter, Instagram, YouTube, Pinterest and Blog.
Increased Facebook followers by 59% in first two years.
- Led the design of engaging new website within first 3 months of joining the organization. Launched [new website](#) in August 2018.
- Public relations, crisis communications and media outreach. Coverage included: Crain’s Chicago Business, Chicago Tribune, NBC-5 Chicago, WCIU-The Jam, JUF News, Chicago Parent and DNA.Info.
- Oversaw all print and digital publications including annual and donor reports, print and enewsletters, digital communications, development brochures, and event materials.

ILLINOIS HOLOCAUST MUSEUM & EDUCATION CENTER, Skokie, IL, November 2010 - March 2014

Director of Marketing and Communications

Led creative marketing, branding, and communications strategies for newly established major Chicago cultural institution.

- Developed and launched the Museum’s first multi-channel marketing campaign, “*The Power of One*,” to reposition public perception of the Museum to convey its transformative experience and create relevancy for all. Campaign included: print/digital advertising, social media, microsite, and to recognize those making a difference in the world.
- Secured Pro Bono partnerships including an advertising campaign with a world-renowned agency to help raise public awareness, establish Museum brand, and drive visitor traffic, valued at \$350,000; donations of 4,000 sq. ft. prime billboard space valued at \$360,000; and Google Words grant valued at \$120,000 annually.
- Led all social media including Facebook, Twitter, YouTube, Google Plus, Instagram, Museum blog and Pinterest. In less than one year, increased Facebook followers by 73% and quadrupled the number of Twitter followers.
- Created award-winning website to raise visibility, convey brand and improve SEO. Managed and directed all site content. Winner of 2013 Graphic Design USA Web Design Award.
- Created all organization collateral including the Museum’s first annual report, exhibition banners and signage, brochures, print and enewsletters, event and exhibition promotion postcards, event invitations and more.
- Oversaw all public relations for the Museum. Extensive print and online coverage included: The New York Times, Chicago Tribune, Chicago Sun-Times, Crain’s Chicago Business, Daily Herald, Chicago Magazine, The Reader, Time Out Chicago Magazine, WBEZ 91.5, WTTW’s Chicago Tonight, ABC-7, Fox TV, WCIU-The U, Pioneer Press, and more.

LILLIAN AND LARRY GOODMAN FOUNDATIONS, Skokie, IL, June 2009 – October 2010

Director of Communications

- Established the first PR, branding and communications plan for philanthropic organization supporting Jewish and secular causes.
- Spearheaded a comprehensive rebranding campaign, designed and launched the organization’s first website.
- Oversaw high profile grantee events such as the Goodman Hunger Forum at the Greater Chicago Food Depository.

RDM DEVELOPMENT, Chicago, IL, September 2005 – May 2009

Vice President of Marketing and Public Relations

- Developed distinctive brand identities and strategic messaging for corporate entity and 6 individual organizations, reinforcing key messages in both internal and external public relations. Managed a combined budget totaling over \$4.5 million.
- Served as spokesperson in crisis communications. Extensive media coverage included Crain’s Chicago Business, Chicago Tribune and Bloomberg News.

EDUCATION

DePaul Driehaus College of Business, Digital Marketing Strategy Certificate, 2019

DePaul University, Chicago, IL, Bachelor of Science

Boston University, Boston, MA