

SHIRA PRUCE

(732) 351-9696

shira.pruce@gmail.com

www.shirapruce.com

Recently relocated from Israel to the New Jersey area. I have 12+ years of proven success in organizational strategies, communications, public relations and web presence. I know how to amplify your messages and voice for social change.

SKILLS AND ABILITIES

Strategic planning

Message development

Public Relations

Resource Development

EDUCATION

BA in Women and Gender

Studies, with Honors, May 2004,

Rutgers University, Douglass

College

Institute for Women's

Leadership, Rutgers University

2004

TECHNOLOGICAL PROFICIENCY

Wordpress, Wix, Salesforce,

social media platforms, Canva

design, crowd funding platforms

LANGUAGES

English (native), Hebrew (fluent)

EXPERIENCE

Foundation for Jewish Camp, NY, NY

Development Communications Director – September 2017 - Current
Consumer Marketing & Engagement (maternity leave replacement) July 2017 – Sept 2017

Shira Pruce Consulting, Beer Sheva, Israel

Nov 2015-Present

Freelance consulting: Communications, public relations, web presence, project management, strategic development and more. Clients include:

Make a Point: Private firm and a message development app

Be'er Sova's Community Kitchen- Social tourism initiative

Hagar: Arab-Jewish Education for Equality in Beer Sheva

Women of the Wall, Jerusalem, Israel

Director of Public Relations and Development, Nov 2010- Aug 2016

Supervision of professional staff and freelance consultant, management of website, social networks, messaging, press, branding, public advocacy campaigns, communication and negotiation with legal advisors, courts, police, members of Knesset and the Prime Minister's Office, public speaking tour in the US, donor relations

Interim Executive Director, 2013-2014

Strategic development with executive board, management of budget, organizational administration

MASLAN: Sexual Assault Support Center, Beer Sheva, Israel, Sept 2010–Jan 2012

Director of Education, Prevention and Advocacy

Jerusalem Open House For Pride And Tolerance, Jerusalem, Israel, May 2007-Oct 2010

LGBT Health Center Director, Coordination of the Jerusalem Pride March

PUBLISHED

"Blurring The Lines That Divide" Anthology compiled by Dr. Mary Trigg,

Leading The Way: Young Women's Leadership and Social Change, 2009

Rutgers University Press