

LENA SERNOFF

Communications & Marketing Leader



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Tel Aviv, Israel



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Portfolio: [Lenasernoff.com](https://lenasernoff.com) & [work samples](#)



<https://www.linkedin.com/in/lenasernoff/>

EDUCATION

New York University

- Master of Arts: Journalism, Technology & Communications
- [Projects](#)

Sept. 2022 - Dec. 2023

Smith College

- Bachelor of Arts: Anthropology, Art Studio Minor

Sept. 2010 - May 2014

SKILLS

- Internal and Executive Communications
- Strategic Campaign Development
- Cross-Functional Collaboration
- Cultural and Policy Issues Management
- Writing and Content Creation
- Leadership Guidance
- Excellent Communication Skills
- Journalism
- Blogging
- Event Planning

LANGUAGES

English - Native
Hebrew - Native
German - Native

PROJECTS

- BuzzFeed, Capstone Thesis: Generative AI
- THE CITY, TikTok Lead
- Social Media for Solutions Journalism Project
- Winner of the Wix News Hackathon
- Wix Speaker at AdWorld
- *Girl You're Hired* Podcast Host

RELEVANT WORK EXPERIENCE

Associate Director, Marketing & Communications New York University

Israel
Jan. 2024 - Present

- Lead internal and external communications strategies to support NYU Wagner's organizational objectives and enhance prospective student, current students, and alumni engagement.
- Develop and execute multichannel communication plans across digital platforms to foster a connected and informed organization culture.
- Manage a \$1M annual communications and marketing budget, ensuring the development and delivery of effective communications and marketing campaigns that reach diverse audiences.
- Supervise, manage, and mentor two marketing strategists, providing leadership and guidance to ensure clear messaging and alignment with NYU Wagner's vision.
- Oversee the creation of high-impact content for email, social media, and web platforms, ensuring all internal communications are culturally relevant and tailored to diverse internal stakeholders.



Graduate Marketing & Admission Consulting Graduate Student Role, New York University

New York, NY
Oct. 2022 - Dec. 2023

- Produced and launched the "*Beyond the Brochure: NYU Graduate Admissions*" podcast, enhancing engagement and communication through multimedia content.
- Wrote strategic blog posts and social media content to reinforce internal messaging and promote organizational values.

Senior Marketing Content Strategist and Blogger Wix.com

Tel Aviv, Israel
Dec. 2020 - Aug. 2022

- Developed and implemented content strategies to drive web traffic and enhance target audience engagement through blogging and cross-channel messaging.
- Wrote engaging [blog articles](#) that boosted website traffic and brand awareness, while also contributing to knowledge sharing with detailed guides and showcases.
- Collaborated with cross-functional teams to execute communications initiatives that boosted engagement and strengthened team connections.
- Crafted social media captions to mirror blog content, ensuring consistent messaging across internal and external channels.
- Analyzed blog and social media performance metrics, providing monthly reports with actionable insights to optimize content and improve communication strategies.
- Speaker at AdWorld and winner of the Wix News Hackathon for innovative content creation and marketing strategies.

Senior Account Executive, Google Marketing Solutions Google

Mountain View, CA
Mar. 2017 - May 2018

- Provided strategic campaign guidance and performance insights to clients, demonstrating strong communication skills in a fast-paced, results-oriented AdTech environment.
- Created clear, data-driven communications strategies to help clients understand and achieve growth, leveraging performance insights to align client goals with broader strategic initiatives.
- Regularly delivered presentations and performance reports to executive stakeholders, providing actionable insights and recommendations that influenced campaign direction and success.

Account Executive, LinkedIn Marketing Solutions LinkedIn

San Francisco, CA
Oct. 2014 - Feb. 2017

- Designed and executed strategic B2B marketing campaigns for SMB clients, acting as a trusted advisor and aligning business goals with LinkedIn's marketing solutions.
- Led demo calls and strategic presentations, effectively communicating complex solutions in a clear and concise manner to executive stakeholders.