

(646) 270-5189

NORA LANDIS-SHACK
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EDUCATION

Columbia Mailman School of Public Health – New York, NY

MPH May 2018

Sociomedical Sciences; Child, Youth, & Family Health certificate; Informatics specialization

Highlighted Coursework: *Qualitative Methods, Health Promotion, Adolescent Health, Determinants of Health*

Haverford College - Haverford, Pennsylvania

BS May 2013

Psychology, French minor, Justice & Human Rights concentration

EXPERIENCE

THE NATIONAL CENTER FOR YOUTH LAW - Oakland, CA

Web Editor

July 2015 – March 2017

- Built robust online community for two health-focused websites that led to multiple inter-organizational partnerships
- Led social media and content marketing plans to improve outreach and education efforts and build site traffic
- Created new website to meet goal of providing education on teen health rights and reducing staff inquiry workload
- Communicated with local partners to recruit young writers and develop engaging online content to share with community

SAN FRANCISCO COURT APPOINTED SPECIAL ADVOCATE PROGRAM – San Francisco, CA

Development & Online Communications Coordinator

May 2016 – Aug. 2016

Development Assistant

Sept. 2014 – May 2016

- Improved donor relationship development by overseeing financial contributions, outreach efforts, and donor correspondence
- Developed internal processes to foster collaboration among operations, development, and program teams on multiple projects
- Negotiated for and built new website to better fit organizational mission and developed online tools to support volunteers
- Campaigned for new email marketing system to improve donor and volunteer correspondence and improve engagement
- Planned several donor and volunteer events, overseeing multiple communication, outreach, and budgeting components
- Created multiple forms of print and online collateral to improve marketing outreach and volunteer recruitment efforts

BRIT + CO. – San Francisco, CA

Editorial Contributor & Part-Time Copy Editor

Aug. 2014 – May 2016

- Pitched and wrote pieces on variety of topics including healthy lifestyle, exercise, and mental health (until Feb. 2015)
- Critically reviewed, edited, and corrected 20-25 written posts each day before approving for publication on site

SUBSTANCE AND ANXIETY INTERVENTION LAB – National Center for PTSD, Menlo Park, CA

Research Assistant II

Aug. 2014 – Aug. 2015

- Collaborated with a small team and held multiple roles launching two studies for diverse groups of veterans
- Created database for processing study results, entered data, and oversaw survey administration and feasibility testing

CUSTOMER.IO – New York, NY

Marketing Manager

Feb. 2014 – May 2014

- Developed and wrote blog posts, resources, and email newsletters for customers based on relevant on industry research
- Interpreted and analyzed site and email performance data via Google Analytics to develop site traffic increase strategies
- Created email marketing campaigns to build continued engagement with community users and follow up on new leads

MONGODB – New York, NY

Content Marketing Assistant

Oct. 2013 – Feb. 2014

- Collaborated with a small team to produce content marketing and outreach strategy that improved blog traffic by 80%
- Researched and wrote articles on the impact of big data on issues of social change, such as humanitarian crisis mapping

HAVERFORD COLLEGE – Haverford, PA

Communications Associate

Sept. 2011 – May 2013

- Increased donor and alumni engagement by managing donor records for future outreach campaigns
- Improved office accessibility to media and related collateral for future projects by categorizing records in photo database

SKILLS AND PROFICIENCIES

Squarespace, WordPress, Google Analytics, Google AdWords, HTML, CSS, MailChimp, Twitter Analytics, Twitter, Buffer, Raiser's Edge, Greater Giving, Bidding for Good, Razoo, Markdown, Community Outreach, Volunteer Management, Event Planning, Copy Editing, Editing, Writing, Research, Data Entry, MS Office (Word, Photoshop, Excel), Adobe Creative Suite (InDesign, Photoshop, Illustrator), Facebook, LinkedIn, Constant Contact, SPSS, ABBYY, Zenfolio