

Nora Landis-Shack

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Education

- Columbia University Mailman School of Public Health** **May 2018**
MPH in Sociomedical Sciences, Health Promotion Research & Practice, 3.88
- Haverford College** **May 2013**
BS in Psychology, Peace Justice concentration, French minor, 3.55

Professional Experience

- HITLAB (Healthcare Innovation Technology Lab) – New York, NY** **Sept 2017-present**
Marketing and Communications Coordinator
- Helped develop new marketing department and design cohesive communications strategy
 - Supported experiences team with promotion and marketing strategies for 300+ attendee events
 - Partnered with leaders at ADA, NYCEDC, and AARP to produce integrative marketing campaigns
 - Wrote and oversaw final edits for marketing and press copy including event materials, emails, blog posts, ads, and press releases

- Freelance – New York, NY and San Francisco, CA** **July 2015-present**
Web Development Consultant
- Provided website development and editing services to health and social justice nonprofits
 - Designed proposals and collaborated with clients on comprehensive strategic development plans
 - Built several mobile-responsive, SEO-optimized websites with emphasis on strategic content to promote community engagement and support organizational growth

- Connected Health Solutions – New York, NY** **Feb 2017-Aug 2017**
Program Associate
- Facilitated interactive group workshops to promote self-efficacy and promote health skills
 - Identified and cultivated community partners and grant sponsors across New York Metro area
 - Developed, edited, and implemented curriculum for digital media public health intervention

- San Francisco Court Appointed Special Advocates – San Francisco, CA** **Sept 2014-Aug 2016**
Development and Online Communications Coordinator
- Cultivated donor relationships by managing gifts, outreach efforts, and acknowledgements
 - Led tech initiatives to build new website (110% traffic growth), email system, and online tools
 - Managed outreach and awareness building efforts across social, print, and written media
 - Collaborated with program staff and board to improve organizational communication processes
 - Planned major donor events, overseeing related print and media collateral, donation solicitation, outreach, budget (\$500k), and volunteer recruitment and training

- Brit + Co. – San Francisco, CA** **Aug 2014-May 2016**
Editorial Contributor and Copy Editor
- Pitched, researched, and wrote long and short form pieces on health, exercise, and technology
 - Critically reviewed and edited 20-25 posts daily, providing final approval before publication on site (125 million unique monthly views)

- Customer.io – New York, NY** **Feb 2014-May 2014**
Marketing Manager
- Wrote blog posts, customer resources, and email newsletters based on industry research
 - Analyzed site and email performance data to inform business development decisions
 - Created email marketing campaigns to cultivate new and existing customer relationships

Proficiencies

Writing, Editing, Grant development, Research, Google Analytics, Google AdWords, Google Search Console, WordPress, Squarespace, Mail Chimp, HTML, CSS, Tableau, Raiser's Edge, Greater Giving, Bidding for Good, MS Office (Word, PowerPoint, Excel), Adobe Creative Suite (InDesign, Photoshop, Illustrator), Social media (Facebook, Twitter, Instagram, LinkedIn, Buffer, Hootsuite), SPSS

Summary

Mission-driven public health technologist passionate about scaling impactful programs. An ever curious and critical thinker who succeeds in fast-paced environments, with a background in nonprofit development, digital innovation, and social determinants of health. I thrive at the intersection of philanthropy and tech and am excited by bringing people together to support powerful causes.

Relevant Skills

- Proven written and oral communications skills
- Collecting, analyzing, and using data to tell powerful stories
- Community needs and assets assessments
- Program evaluation
- Strategic relationship development
- Event planning
- Fundraising
- Volunteer management

Relevant Courses

Program evaluation, Nonprofit management, Social epidemiology, Research methods, Intervention mapping, Health literacy, Health advocacy