

JACOB SAFRAN

1591 North Lake Drive • Lakewood, NJ 08701

732.580.8503 • jacobsafran@gmail.com

FREELANCE MARKETING PROFESSIONAL

SUMMARY OF QUALIFICATIONS

- Proficiency in creating marketing, public relations and related correspondence using professional writing skills.
- Talented, creative and resourceful writer with strong literary command resulting in effective written messages.
- Experienced recruiting, program development and marketing professional with extensive background in establishing and growing programs.
- Proven ability to develop and spread brand awareness and recruit targeted program participants.
- Partners with advertising firms, administrative staff and other professionals to develop and implement comprehensive and effective programming and business operations.
- Strong managerial abilities with demonstrated success in creating cohesive teams and motivating others to excel; creates project plans and ensures deadlines and milestones are met.
- Excellent relationship management and interpersonal skills; utilizes strong listening and communication acumen to develop trusting and productive relationships with others.

PROFESSIONAL EXPERIENCE

FREELANCE WRITER/MARKETING PROFESSIONAL, Lakewood, NJ

2016 – Present

- Provide professional writing services through targeted and effective marketing, branding and special promotions campaigns.
- Develop understanding of organizational goals and create appropriate and effective correspondence to achieve intended objectives including grant requests, donations, publicity and legal appeals.
- Utilize creativity and professionalism to create targeted and compelling written material.

NAALEH COLLEGE, Jerusalem, Israel/Lakewood, NJ

2013 – 2015

Program Director – Certificate Program

Performed market research to determine consumer demand for new course offerings. Designed program from start-up, created marketing campaign and materials and successfully recruited students.

- Identified and designed three program courses to supplement existing offerings including web design, computer programming and graphic design.
 - Determined cost of program.
 - Researched and established course length.
 - Designed more comprehensive courses to differentiate from existing competitor programs.
 - Provided state accredited courses.
- Hired and managed staff member to represent program in Israel.
- Selected appropriate advertising venues to attract potential students including print media, on-line advertising, attendance at business expos and targeted flyer distribution.
- Tracked contact information and status of prospective students based on interest level and ensured appropriate and customized follow-up based on needs of each potential student.
- Referred students to speak with professors and existing students to obtain answers to program questions.

AMERICANA HEALTHCARE SOLUTIONS, LLC, Lakewood, NJ

2006 – 2012

Founder/President

Established and managed innovative organization which recruited Canadian nurses for positions within medical facilities in the U.S.

- Sources, hired and managed administrative team including an immigration attorney, nurse screener, U.S. based office administrator and RN recruiters in Montreal.
- Partnered with web developer to create user-friendly and informative website for access by healthcare facility staff and nursing professionals.

JACOB SAFRAN

Page 2

- Created extensive marketing campaigns in English and French media and attracted top level nursing professionals willing to emigrate to the U.S.
- Secured media coverage in Quebec's most popular venues including Radio CJAD and La Presse.
- Developed seminars to attract potential nurses and educate them about the opportunities; successfully registered hundreds of nurses.
- Contacted top U.S. medical centers to discuss program and negotiate contracts.

LANDER COLLEGE FOR MEN – TOURO COLLEGE, Queens, NY

1999 – 2005

Director of Recruitment, Marketing and Alumni Relations

Hired to market and recruit students for newly developed honors program. Successfully developed and achieved significant brand awareness resulting in reaching maximum dormitory capacity.

- Recruited initial class of 30 students and continuously increased enrollment to 150 (20% international students).
- Established relationships with 50 higher education programs and 30 high schools across North and South America, Europe, Australia and the Middle East.
- Hired and managed Israeli based representative, visited schools in Israel and Europe to recruit students.
- Partnered with advertising agencies to develop ad campaigns, create brand and brand awareness through radio, direct mail and newspaper/magazine advertising.
- Organized and ran semi-annual open house events to educate parents and potential students about the program; contacted prospective students to convey personal invitations to open house.
- Visited high school and post-high school institutions to recruit students; maintained contact with interested students and responded to questions and concerns.
- Presented candidates at admissions meetings to assess their candidacy for admissions.

KOL TORAH RABBINICAL COLLEGE, Jerusalem, Israel

2001 – 2003

Director of Alumni Relations – Part-Time

- Planned and coordinated reunion campaign with 200 alumni from 6 continents in attendance.
- Attended reunion in Israel and succeeded in involving alumni and creating an excitement for their alma mater.
- Developed international advertising campaign, branding, logo, press releases and web presence.
- Created and directed international steering committee.

EDUCATION

BOSTON UNIVERSITY INTERNATIONAL PROGRAM/VRIJE UNIVERSITEIT, Brussels, Belgium

1999

International Marketing and Human Resource Administration – Post Graduate Certificates

BOSTON UNIVERSITY INTERNATIONAL PROGRAM/BEN GURION UNIVERSITY, Beer Sheva, Israel

1996

Masters of Business Administration

TOURO COLLEGE, New York, NY

1994

B.S. – Finance