

Naomi Roter

FROM CONCEPT TO CREATION

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A Digital Operations and Marketing Specialist proficient in storytelling through words and visual content. Transforms narratives into the digital world with clarity, meaning and heart.

PROFESSIONAL EXPERIENCE

Marketing and Social Media Assistant, Jewish Family Services NENY
Albany, NY; June, 2022 – July 2023; September 2024 – present

- Crafted engaging content for JFS on Adobe Express, and orchestrated email campaigns using Constant Contact, achieving impact through digital mastery.
- Revitalized content creating compelling YouTube videos and polished company presentations, achieving excellence in storytelling and visual communication.

Vice President of Marketing & Operations, GEM Coaching Network
New York, NY; November, 2022 – 2024

- Elevated marketing efforts by expanding online presence, contributing significantly to the visibility and growth of coaching services.
- Modernized company website to provide clarity and reflect excellence.
- Cultivated connections with prospective clients through in-take calls to match them with an appropriate coach.
- Developed and hosted programming on marketing training for community members.

Marketing Contractor, Dancing Rabbit Ecovillage
Memphis, MO; October, 2022 – February 2023

- Employed Donald Miller's StoryBrand method of placing the customer as the central character in a promotional video, delivering impactful narrative-driven marketing.
- Designed and edited website marketing videos, elevating member, community, and village narratives for impactful visual storytelling.

SKILLS

Spanish
Microsoft Suite
Adobe Express
Canva
Facebook Meta
Instagram
TikTok
Flodesk
Constant Contact
Wix
SquareSpace
WordPress
Later
InShot
YouTube
YouTube Shorts
Streak
Notion
Slack



Social Media Intern, *Bike & Build*

Philadelphia, PA; May – December, 2022

- Developed and implemented a marketing calendar for Facebook, Instagram, and TikTok.
- Collaborated with three bicycle teams, creating reels/TikToks that showcased their advocacy for affordable housing organizations.

Avodah Jewish Service Corps Fellow

San Diego, California; August 2021 – April 2022

- Mobilized a team of volunteer tax preparers, serving homeless and low-income communities.

Sociology Research Assistant, *Skidmore College*

Saratoga Springs, NY; Fall, 2019

- Collaborated with sociology professor, providing literature reviews and advanced statistical analysis used in her research and presentations.

EDUCATION

Skidmore College – Saratoga Springs, New York

Bachelor's of Arts (BA), August 2020

- Graduated Summa Cum Laude
- Major: Sociology; Minor: Spanish
- Overall GPA: 3.93
- Department Honors – Sociology
- Dean's List – 2020, 2019, 2018
- Study Abroad, Skidmore in Madrid, Spain (January – March 2020)

Bard College at Simon's Rock – Great Barrington, Massachusetts

Associate's Degree (AA), May 2018

- Concentration: Social Action/Social Change
- Overall GPA: 3.87
- Dean's List – 2018, 2017, 2016

CERTIFICATIONS

SEO Certified,
HubSpot Academy
2024

**GEM Certified
Facilitator,**
GEM Coaching
Network
2023

HONORS & AWARDS

Fulbright Scholar, La Rioja, Spain

- English Teaching Assistant; January – June 2021
 - Promoted the health of elementary school students by producing age-appropriate Zumba videos for at-home use.
 - Elevated curriculum development by creating original artwork and innovative unit projects.

