

Ophir Lehavy

Public Relations and Communications Lecturer and Consultant

Creative, conscientious, and strategic public relations leader with over 20 years combined experience in communications management and teaching, fundraising, and relationship development mainly in the non-profit sector.

SKILLS

Teaching, mentoring, and success coaching
Course and curriculum development
Digital strategy: website, email, social media, blogs
Management: staff, boards, volunteers, firms, contracts

Communications strategic planning
International and intercultural communications
Relationship building and board development
Public speaking, presentations, event planning

EMPLOYMENT HISTORY

University of Florida

College of Journalism and Communications

Adjunct Lecturer - August 2015 - present

Course Developer - Fall 2016, Spring 2018, Spring 2019

Success Coach - May 2017 - present

- Teaching graduate courses for the online Master's in Mass Communications (MAMC) program for the PR and global strategic communications (GSC) specializations. Courses taught include: intercultural communications, international public relations, and strategy and messaging.
- Developed success coach program to increase student retention and support students achieve their career and academic goals.
- Mentoring students through coaching initiative: job search and placement; time management and organization; stress management; and other executive functioning skills as needed.
- Developed course on strategy and messaging for public relations graduate program and course on intercultural communications. Currently developing a course on soft skills for the communications workplace.

American Institute of CPAs (AICPA)

Senior Communications Manager, CPA Exam - 2012 to 2015

- Provided strategic planning, implemented integrated stakeholder communications tactics, and measured their effectiveness in achieving Exam business needs.
- Increased testing candidates through international communications strategy – which included managing overseas contracts with local PR firms in Brazil, Bahrain, Japan, Kuwait, Lebanon, and the UAE.
- Oversaw, managed, and mentored communications staff in executing tactics, such as a highly effective digital strategy, producing media opportunities, executive presentations, award-winning brochures, and talking points / FAQs.
- Supervised and planned communications activities for high-profile board and committee meetings and conferences.

The Jewish Federation of Princeton Mercer Bucks - Lawrenceville, NJ

Director of Marketing, Communications, and Women's Philanthropy - 2008 to 2011

- Developed communications plan, guided re-branding initiative, and implemented new strategies for the organization's marketing activities in collaboration with volunteer committees, board of directors, vendors, and professional staff.
- Strengthened fundraising campaign through multiple strategies including corporate funders, events, telethons, individual donor solicitation, direct mail, relationship development and stewardship, annual reports, ads, brochures, and volunteer recruitment.
- Generated attendance at fundraising events through promotions such as invitations, media coverage, on-line and e-mail campaigns, personal stewardship and advertisements.
- Designed, implemented and directed digital strategy including website mapping and content development, SEO, social media, and e-mail/e-newsletter campaign.
- Wrote articles and designed ads for monthly community newspaper with distribution to over 6,000 households.

Foundations, Inc. - Moorestown, NJ

Communications Manager - 2005 – 2007

- Generated support for \$31 million grant-funded education reform project through the development and implementation of a branding, messaging, and communications plan for target audiences.
- Wrote, researched, and coordinated grant proposal content, including program budgets, for submission to federal and private foundation funding opportunities.
- Created content and managed project website, monthly newsletters, semi-annual reports, brochure, talking points, and data sheets.

Essence of Life - Tel Aviv, Israel

English Content Manager - 2004 – 2005

Baruch College Campus High School - New York, NY

Teacher - 2000 – 2001

The Magen School - Tel Aviv, Israel

Teacher, English as a Second Language - 2003 – 2004

Consulate General of Israel - New York, NY

Director of Community Relations - 1997 – 1999

EDUCATION

Columbia University, Teachers College – Master's in Teaching, 2000– New York, NY

New York University – Master's in Middle East Studies, 1997 – New York, NY

Study abroad: Arabic Language Institute – Morocco, 1996

Georgetown University – Bachelor's in History with Minor in Fine Arts, 1994 - Washington, DC

ADDITIONAL COMMUNICATIONS ACCOMPLISHMENTS

- **PR Consultant for high-profile book launch:** *How to Be a Happier Parent* by KJ Dell'Antonia. Advised on and implemented digital strategy and SEO; created social media content, performed campaign and tracked analytics; and researched targeted influencer outreach (2018)
- **Managed award-winning projects** across functional teams for the CPA Exam, including: CPA Exam website in Japanese and innovative brochure for key stakeholders (2012 – 2014).