

# Anat Aloni



0421 227 335



alonianat@gmail.com



Oakleigh South, VIC

## Skills

Community Engagement  
Fundraising & Grants  
Project Management  
Accountability - High level of integrity  
Traditional & Digital Marketing  
Content Creation  
Graphic Design  
Public Relations  
Analytics  
Public Speaking  
Strategic Planning.

## Education

MASTER'S DEGREE  
Business Administration  
Major: Marketing  
Ben Gurion University, Israel  
1998-2000

BACHELOR OF EDUCATION  
(Honors)  
Major: Education of students with hearing impairments  
Tel-Aviv University  
1993-1996

## Professional Profile

- An adept project manager with over 25 years' experience in implementing stakeholder and community engagement strategies, to deliver on local and international programs and initiatives.
- A communications and P.R. expert with a proven track record in implementing digital and content campaigns.
- An experienced negotiator with advanced fundraising and problem-solving skills, and the ability to manage complex global projects with budgets of US\$400,000+

## Experience

### REGIONAL MANAGER – Oceania Naale Elite Academy (Feb 2019 – Present)

- Serve as the primary regional liaison responsible for the outreach, identification, and recruitment of prospective students across Oceania.
- Lead end-to-end candidate engagement, including marketing the program, advising families, and supporting screening and selection processes.
- Provide ongoing guidance to applicants and their families, facilitating connections with schools in Israel and ensuring a smooth transition throughout the admission journey.
- Leverage in-depth knowledge of Naale programs to deliver tailored advice, coordinate assessments, and strengthen regional program visibility and participation.

### PROJECT OFFICER & COMMUNITY ENGAGEMENT The Jewish Community Council of Victoria (JCCV)/March 2015 – June 2021

- Implements JCCV strategic and business plans through the development and delivery of key community programs, including Youth and Alcohol (educational prevention for students and parents), Anti-Racism (community-led initiatives addressing Islamophobia and antisemitism), Child Protection (training and policy support aligned with Royal Commission outcomes), and Spiritual Care (specialised training for pastoral care providers across hospitals, prisons, and schools).
- Plans and delivers the JCCV program of professional networking and development events for community organisations; Including liaising with the participants, facilitating access and support the delivery of the programs.
- Monitor expenditures and programs reporting: administration of program budgets, policies, and procedures
- Prepares the submission and acquittal of funding and grant requests (doubling annual philanthropic income to some projects);
- Event manages the sold-out annual Jewish Muslim comedy debate held at the Melbourne Town Hall; and
- Marketing and promotional duties including graphic design, producing a fortnightly e-newsletter to an increasing readership of 7000, social media management, creating flyers, banners, street signage and digital/online content.

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## Technical Skills

WordPress and custom CMS  
Social Media Platforms  
Microsoft Office Suite  
Adobe Photoshop  
Dreamweaver  
Fluent Hebrew  
Conversational French & Italian  
Search Engine Optimisation (SEO)

## Professional Development

ADVANCED SENIOR  
MANAGEMENT SEMINAR  
Harvard University in  
collaboration with Galilee College  
Israel

NEGOTIATION SEMINAR  
Harvard Law School  
Cyprus

GRANTS AND FUNDRAISING  
Our Community Group  
Melbourne

REPORTABLE CONDUCT &  
CHILD SAFE STANDARDS  
Commission for Children  
and Young People  
Melbourne

## Experience continued

### FOUNDER & OWNER

#### PROinmotion/Nov 2004 – Present

- Founded and lead a boutique marketing, communications, and consultancy business supporting a diverse portfolio of local and international clients
- Deliver consultancy services across business development, strategy, and growth
- Specialise in grant writing and funding strategy, securing funding through compelling applications and developing “Foundations” and donor engagement approaches
- Develop and implement branding and business identity solutions to strengthen market presence
- Lead community engagement initiatives to build connection, visibility, and impact
- Provide end-to-end marketing services, including website development, content creation, and e-marketing campaigns
- Support clients in marketing to create greater impact across direct sales, networking, and digital channels
- Deliver tailored 1:1 mentoring and training programs to build capability and drive sustainable results

### Investor Relations Manager

#### Orange Israel | Jan 2001 – Jul 2003

- Led the Investor Relations function and managed a US\$500K+ annual budget
- Managed communications with investors, stakeholders, government, and financial markets (reports, disclosures, press releases, digital content)
- Coordinated with the New York IR team and delivered investor presentations, data visualisations, and roadshows
- Planned annual IR activity cycles ensuring compliance and timely delivery
- Provided market intelligence, competitor analysis, and corporate insights to senior leadership and Board

### Special Projects Manager – Young Leaders Network

#### Peres Centre for Peace and Innovation Israel | Jan 1997 – Jan 2001

- Managed 250+ international volunteers and up to 20 staff across cross-border leadership initiatives
- Led end-to-end fundraising projects exceeding US\$4M
- Directed multi-disciplinary working groups (human rights, environment, education, youth exchange, vocational training) and chaired an international steering committee
- Coordinated annual conferences, seminars, symposiums, think tanks, and training programs
- Developed proposals and presented projects to funders including embassies, government delegates, private sector partners, and UNESCO

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## References

Available on request.

Letters of recognition from world leaders including the former President of Cyprus and the former President of Israel.

## Experience continued

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- Acted as a key liaison between stakeholders to secure funding and deliver on strategic objectives
- Managed security coordination for high-profile dignitaries in collaboration with military and law enforcement across multiple countries
- Navigated and resolved challenges arising from political tensions and complex security environments

### EXECUTIVE ASSISTANT

Reuveni Pridan IPG Israel | Jan 1995 – Dec 1996

- Supported senior directors and oversaw daily office operations within a leading global advertising network
- Managed complex diaries, scheduling, and international travel arrangements
- Coordinated production logistics including castings and filming
- Reviewed and shortlisted copy tests and prepared correspondence, memos, and reports
- Liaised with international offices and supervised front-of-house staff