

# Anat Aloni



0421 227 335



alonianat@gmail.com



Oakleigh South, VIC

## Skills

Community Engagement

Fundraising & Grants

Project Management

Accountability

Traditional & Digital Marketing

Content Creation

Graphic Design

Public Relations

Analytics

Public Speaking

## 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

### PROJECT OFFICER & COMMUNITY ENGAGEMENT

The Jewish Community Council of Victoria (JCCV)/March 2015 – June 2021

- Implements the JCCV strategic and business plans through development and delivery of key projects, including:
  - *Youth and Alcohol* (an educational prevention program aimed at reducing underage drinking in the Victorian Jewish community, by educating year 6-12 students and their parents with skills and knowledge from educational, medical and law enforcement, as well as Headspace experts. Over 1500 students have already participated in the program);
  - *Anti-Racism* (Assisting the Multicultural Affairs and Social Cohesion Division of the Department of Premier and Cabinet to deliver community-led responses to islamophobia and antisemitism through such means as awareness raising, interfaith understanding and a bystander intervention program delivered to local government and community leaders);
  - *Child Protection* (supporting the ongoing work of the Royal Commission into Institutional Responses to Child Sexual Abuse, as well as training and educating leaders and staff from Jewish community organisation about the risks of child sexual abuse, how to develop child protection policies and compliance with legislative changes.); and
  - *Spiritual Care* (providing specialized training for providers of pastoral care in Victorian hospitals, prisons and schools through Spiritual Carer and Spiritual Immersion training).
- Plans and delivers the JCCV program of professional networking and development events for community organisations;
- 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 a 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

PROinmotion is a boutique marketing and communications business that promotes people, concepts and products. Over the last 15 years, PROinmotion has amassed a diverse clientele of local and overseas companies, sole traders and community organisations:

- Provides comprehensive marketing and branding packages for start-ups and established businesses;
- Delivers digital and content marketing including, website development, content creation (images, video, graphic design and copy), social media management, search engine optimization and e-marketing campaigns; and
- Runs multimedia mentoring and training including video live conferencing and an online training program to the sales teams of a multinational corporation.

### INVESTOR RELATIONS MANAGER

#### Orange™: Partner Communications Company Ltd., Israel/Jan 2001 – July 2003

Solely oversaw the Investor Relations Department (and its annual budget of over US\$500,000) for one of Israel's leading mobile communications operators.

- Managed the release and dissemination of information between Orange, its investors, stakeholders, government authorities and the financial community (including stock exchange-related information, annual reports, financial data, internet content and press releases).
- Guided the New York Investor Relations Team;
- Conducted presentations, data visualisations and arranged all aspects of investor event and roadshow preparation.
- Participated in the evolution and implementation of the corporate, marketing and media strategies and the promotion of research and training programs;
- Planned the annual cycle of investor communication activities to ensure compliance requirements were met with adequate lead and production time; and
- Gathered and disseminated publicly disclosed corporate information, market intelligence, competitor analysis to senior management and Board of Directors

### SPECIAL PROJECTS MANAGER: YOUNG LEADERS NETWORK

#### The Peres Centre for Peace and Innovation, Israel/Jan 1997 – Jan 2001

Managed over 250 international volunteers and up to 20 employees, to provide a framework for Middle Eastern young leaders to collaborate on joint projects.

- End-to-end project managed fund-raising projects of US\$4000,000+;
- Directed four working groups (human rights, environment, education and youth exchange, and vocational training) and chaired the steering committee that met bimonthly across various global locations;

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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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- Coordinated an annual conference, yearly seminars for each working group, symposiums, think tanks and vocational training;
- Developed and wrote proposals and presented projects to funding prospects and financiers including embassy officials, government delegates, cultural attachés, private companies and UNESCO;
- Acted as a conduit between stakeholders to ensure that projects were financed and achieved annual business plan objectives;
- Coordinated security detail for high profile dignitaries by liaising with military, secret service and the police forces of various countries; and
- Troubleshot obstacles arising from political tensions, conflicts and complex security risks.

### EXECUTIVE ASSISTANT

**Reuveni Pridan IPG, Israel/Jan 1995 – Dec 1996**

Oversaw office operation and acted as an executive assistant to the directors of an advertising agency, which is partnered with the world's 3<sup>rd</sup> largest advertising group.

- Managed diaries, staff calendars, and scheduled meeting/appointments for the directors;
- Coordinated domestic and international travel, including flights, transfers and reservations;
- Arranged logistics for castings and filming;
- Reviewed and shortlisted copy tests;
- Composed correspondence, memos and reports;
- Communicated with international branches;
- General management of office and supervised a team of receptionist.