

Malkie Khutoretsky

Communications Writer and Strategist

With seven years of experience in promoting community voices, marginalized groups, and educational initiatives, I excel in creating integrated marketing campaigns and audience-focused content. From start-ups to not-for-profits and historic projects, my work involves balancing diverse stakeholder interests to craft holistic and brand-forward messaging. I am passionate about projects that envision a better world while staying grounded in tangible actions, fostering engagement, and building communities across various audiences.

Key Strengths

- **Voice & Tone:** Ability to adapt a sophisticated yet personable voice.
 - **Communication Style:** Empathetic, solution-oriented, and effective task prioritization.
 - **Audience Insights:** Proficient in audience identification and segmentation.
 - **Analytical Skills:** Skilled in delivering actionable insights based on structured analysis.
 - **Technical Proficiency:** Experienced with Adobe Suite, Microsoft Suite, Google Suite, Salesforce, HubSpot, Sprout Social, Figma, Xtensio, Canva, Miro, Claude AI, ChatGPT, AI Playground, Midjourney, and Gimp.
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Employment History

Partnerships Officer

Shlomit Yarkoni; Strategy and Resource Development

December 2022 – October 2023

- Consulted on brand narrative and responsive design to align with donor objectives for Israeli not-for-profit organizations.
- Developed and reviewed audience segmentation models to enhance internal understanding and application.
- Ensured timely and accurate completion of organizational reporting.
- Monitored and recommended improvements for client websites.
- Crafted and edited copy for direct communications, EDMs, and web content.

Campaign Support Manager

Nomi 4 Caulfield - State Election Campaign

September 2022 – November 2022

- Supported funding and exposure needs through grant and report writing.
- Mapped opportunities for client funding and exposure through database development and stakeholder relationships.
- Analysed audience evaluation results to inform relationship development and enhance engagement.

- Managed campaign materials and digital collateral, ensuring adherence to State guidelines.
- Coordinated volunteer activities and managed press relations.

Staff Writer, Donor Relations

Jerusalem College of Technology

March 2022 – September 2022

- Wrote and edited content for appeals, direct communications, EDMs, social media, publications, and web.
- Recommended and implemented improvements for the College's English-facing website.
- Oversaw brand strategy and identity for the department.
- Coordinated marketing materials for donor relations and fundraising events.

Communications Manager

Organza

June 2021 – December 2023

- Captured and analyzed audience insights and demographic data.
- Developed marketing materials and digital campaigns based on SEO analytics and audience engagement.
- Managed cross-channel communications and pursued brand influence opportunities.

Personal Assistant

The Deborah Harris Agency

November 2019 – March 2020

- Managed literary contracts, relationships with international agents, and social media accounts.
- Oversaw multiple databases and supported social media strategy.

Communications Manager

Cinema Hostel

May 2018 – December 2018

- Managed influencer partnerships, social media, email marketing, and web presence.
- Coordinated marketing materials and campaigns for events and tourism programs.

Blog Writer and Social Media Strategist

Maple Holistics

January 2018 – June 2018

- Created long-form blogs and collaborated on social media strategy with a focus on tone and SEO optimization.

Writer and Social Media Strategist

Perspective.com

June 2017 – December 2017

- Researched and wrote topical pieces, developed social media strategy, and contributed to print anthology.
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Education

Graduate's Certificate in Communications

Deakin University

2024 (Current)

Sexual Health Counselor

Laadat; Choose well

2018

Diploma of Professional Writing and Editing

Swinburne University

2014

VCE

Swinburne Senior Secondary College

References upon request