

Yogev Ben-Yitschak

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Madison, WI, 53715
(414)-350-1188
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EDUCATION

University of Wisconsin-Madison,

Bachelor of Business Administration-Marketing & Digital Studies
Leadership Certificate

SEPTEMBER 2016 - MAY 2020

EXPERIENCE

Open Seat Food Pantry, *External Director*

JUNE 2019 - PRESENT, MADISON WI

- Lead all marketing efforts of the official University Food Pantry along with 4 assistant directors to ensure a steady stream of users, food and monetary donors
- Handle all external relations with administration, student organizations, and events
- Facilitate infrastructure to track, record, and analyze daily data of users and donors
- Oversee the creation of a 2nd Open Seat location with extra monetary funds

Business Leadership, Ethics, and Values Gen Bus 110, *Teaching Assistant*

AUGUST 2019- PRESENT, MADISON WI

- Give presentations and workshops to 60+ students about business leadership, ethics, and discovering their values and motivations
- Support students on resumes, career fairs, student life, and networking
- Create an inclusive environment to first year direct admits

Hillel International, *Communications & Marketing Intern*

JUNE 2019 - AUGUST 2019, WASHINGTON D.C.

- Assisted in the creation and implementation of marketing, public relations, social media, and communications strategies worldwide to fit Hillel International's public mission
- Created communication style guides for other departments to use in emails, blogs, flyers, press releases, and news articles
- Created blogs and social media posts read by over 100,000 students, alumni, and donors
- Developed A/B testing practices for website, social media, and email marketing usage

University of Wisconsin, *Student Body Vice President*

MARCH 2018 - APRIL 2019, MADISON WI

- Supervised 14 student leaders and over 45 student staff on campaigns and projects
- Oversaw a \$50 million dollar budget, ensuring all campaigns, conferences, and events meet budget requirements
- Established relationships with chancellors, deans, provosts, and student leaders to work with and serve as a liaison to
- Managed the Outreach and Press Office Division, as well as chair the Campus Relations Marketing Committee, to ensure all 45,000 students hear of our campaigns and efforts

SPEECHES

Power of Interfaith Activism

-Los Angeles, CA, 2019

Chancellor's Convocation

-Madison, WI, 2018

Communicating Your Vision-IEC Conference

-San Diego, CA, 2018

The Power of Storytelling-JUF Convention

-Chicago, IL, 2018

ONLINE

CERTIFICATIONS

Inbound Marketing

Email Marketing

Content Marketing

Google Analytics

Inbound Sales

AWARDS

ASM Leader of the Year-2019

Associated Students of
Madison

Best News Talk Show-2018

Wisconsin College
Broadcasting Association.

Upcoming Jewish Leader-2017

Hillel Foundation

Sales Team of the Month-2016

Elite Media Communications

Yogev Ben-Yitschak

MADISON WI, 414-350-1188, ybenyitschak@wisc.edu.

Dear Ald. Shiva Bidar,

There are a lot of different ways people find meaning in life. For me, ever since moving to Madison for college and being involved in the ASM Student Government, I have always loved advocating for change and fighting to make sure all voices are heard. Since nothing gives me a sense of purpose like developing relationships and working on making real change, I'm extremely excited to be able to apply for the District 8 Alder of the City of Madison.

Moving to the United States from Israel in high school was hard, but opened up a spark into a newly developed passion: Using relationships to make change in our community. Everything I have done as a student at UW-Madison, whether serving as ASM Student Government Vice President, serving as the Open Seat Food Pantry External Director, or serving as a Business Ethics & Leadership Teaching Assistant, I have put my passions for leadership, advocacy, and forming connections at the forefront of my work.

Some of my biggest hopes to achieve as Alder include :

- Increase student engagement in the city by working with them and helping them apply for city committees
- Plan fundraisers, clothes drives, and job fairs to improve the circumstances for the homeless population in Madison
- Work with Madison Police to update Medical Amnesty Laws to make the city uniform with the university
- Support the Bus Rapid Transit Initiative

Ever since deciding to stay in Madison after I graduate, I have decided to become more involved not just in the university but in the city of Madison in every way I can. It would be an honor to be chosen to represent District 8 and combine my passions of advocacy, social justice, and true representation.

Sincerely,

Yogev Ben-Yitschak

Veldran, Lisa

From: YOGEV BEN-YITSCHAK <ybenyitschak@wisc.edu>
Sent: Friday, September 27, 2019 9:29 AM
To: council
Subject: Common Council District 8 Application
Attachments: commoncouncilYogevBen-YitschakResume.pdf; Common Council Statement.pdf

Dear Ald. Shiva Bidar,

I would like to put in my name for consideration for the District 8 Alder vacancy. I have included my resume, which includes my past experiences as well as my phone number, address, and email. I have also included a statement which includes why I would be honored to serve in this position and what I hope to work on if I am chosen.

I don't know yet if I will rerun in April 2020, but I know I will be staying in Madison after I graduate and would love to continue the work I have started if I am chosen.

Please let me know if you have any questions, or if I missed a required section.

Thank you so much!

-Yogev