

Avi Jacobson

918 Ventura Avenue
Albany, CA 94707-2123

Phone: (510) 508 2879
Email: avi-j@pacbell.net
Website: avijacobson.com
LinkedIn: <https://www.linkedin.com/in/avi-jacobson-communications/>

Objective

A creative senior position in communications, including directing, managing, conceptualizing, researching, writing, editing, producing, and translating written or multimedia materials. A creative working environment in which my colleagues and I can benefit mutually from each other's talents and abilities.

Executive Summary of Qualifications

- Over 20 years' creative and managerial experience in communications, including marketing communications; technical and scientific writing and editing; translation, localization, internationalization and transcreation; customer-facing service communications; and audio-visual production.
- Fluency in several languages, formal training in linguistics, excellent writing and presentation skills, persuasive communication style.
- Highly developed research skills; rapid acquisition of new technologies and fields of knowledge.
- A broad knowledge base in technical and academic fields in which I have researched and written.
- Extensive experience in theatrical stage performance, applicable to engaging, captivating live presentation and coaching skills.
- A talent for organizing, systematizing, and presenting information and knowledge.

Experience

2007-2021

Wells Fargo & Co.

San Francisco, CA

Manager of Customer Communications

- Responsible for planning, writing, editing, coordinating and publishing a variety of complex and sensitive communications to support the achievement of business goals and maintain and improve the company's image, often in conjunction with other communicators.
- Consult with business unit managers and SMEs to develop communication goals, objectives and plans to best communicate management's position or message.
- Identify communications opportunities and the design/medium/channels for execution.
- Analyze information regarding team member or public opinion and recommend organizational position to management.

Business Communications Consultant

- Write, edit, coordinate and publish guided content within a repository of thousands of canned-response messages used by customer-facing sales and support teams on both email and chat platforms.
- Individually and collaboratively write, edit, review and manage the planning, publication and distribution of a broad range of customer-facing printed and digital servicing communications.
- Share and develop best practices for customer-servicing communications by holding regular customer service team interviews and focus groups.
- Regularly liaise with customer-facing service communications team leadership to propose enhancements and improvements to their ad-hoc response creation processes.
- Provide editorial support to conversion and launch projects for technological communication platforms.
- Craft and obtain approvals for ad-hoc written responses to complex escalated customer inquiries and complaints.

2004-2007

MHN, Inc. (Health Net, Inc.)

Pt. Richmond, CA

Senior Editor

- Developed, created and edited hundreds of articles published in Health Net's internal and external websites as well as text for dozens of corporate collateral pieces, while coordinating among subject matter experts and authorized senior management, complying with corporate standards of language, usage and positioning, and integrating MHN's corporate value proposition.
- Identified and remedied discrepancies and vulnerabilities in existing communications materials.
- Ensured the editorial quality and cultural relevance of printed and digital materials that had been translated into Spanish by external vendors.
- Contributed to solidifying a coherent, unified communications positioning approach for major MHN undertakings in the healthcare, technology and business arenas.

- Contributed to defining standards and positioning specific to the Marketing and Communications unit, such as the Style Guide and the MarCom charter. Provided strategic and creative input to the Vice President of Marketing, Communications and Proposal Development.
- Devised and implemented strategies for promoting awareness of MHN's corporate messaging among the company's customers, members, practitioners and associates.
- Advanced the messaging codified in MHN's Value Proposition.
- Provided critical messaging input on communications pieces written by my colleagues, including those written by senior management.
- Assisted the Vice President of Marketing, Communications and Proposal Development and other colleagues in researching and locating resources and information on a broad variety of topics.

2003-present Self-employed Albany, CA

Independent Content Development Consultant and Translator

- Creatively design, research, write, and produce multi-lingual, market-oriented communications for print and digital media.
- Projects include commercial and scientific writing; Web-based tools for enterprise collaboration and cross-cultural business skills development; high-tech marcom materials; and multi-media public relations materials; and specialized translation of scientific, commercial and literary texts.
- Client list available upon request.

2001-2003 Navajo Company Milpitas, CA

Copywriter

- Wrote and edited a broad range of marketing, technical and promotional materials for large, multinational high-tech clients of this public relations and advertising firm, based on interviews and original research.
- Liased with other members of creative team, including designers and other writers, to conceptualize new communications initiatives.

1999–2001 Gallery Systems Albany, CA

Manager, Language Localization

- Performed, managed, and tested translation and localization of museum-related software products and documentation in four European languages.
- Worked with company's European representative to coordinate localization in additional languages.
- Designed and instituted procedures for resolving localization/translation issues and software bugs within the software development process.
- Addressed support issues for non-European languages raised by international clients.
- Managed and maintained corporate documentation set.
- Performed market research and competitive intelligence studies.

1993-1999 Amdocs Tel Aviv, Israel; San Francisco, CA

Documentation Manager (*San Francisco, 1997-1999*)

- Wrote, edited, and maintained technical, marketing and business documentation and PowerPoint presentations.
- Worked with software developers to produce software documentation for telecom customer care and billing systems and directory publishing systems. Documentation was used by developers and end users.
- Within the software development process, tracked, scheduled, and coordinated ongoing software changes which were requested by the client and performed by on-site development teams.

International Marketing Writer (*Tel Aviv, 1995-1997*)

- Formulated and wrote over a hundred high-level sales, marketing, and technical documents and presentations for the company's international operations.
- Projects included technical proposals, product literature, PowerPoint presentations, white papers, position papers, and sensitive business communications for internal and external audiences worldwide.

Senior Technical Writer (*Tel Aviv, 1993-1995*)

- Researched and documented functional design specifications, system specifications, data specifications, test and installation protocols, and user literature.
- Performed ongoing consecutive translation in three languages at technical study and analysis sessions with client delegations from several countries, in Israel, Spain, and the United States.
- Managed a team of seven technical writers.

1986-1993

Self-employed

Tel Aviv, Israel

Independent Writer and Audio-Visual Consultant

- Creatively designed, researched, wrote, and produced multi-lingual, market-oriented communications in print and digital media.
- Projects included commercial and scientific writing; scripts and musical soundtracks for audio-visual productions for training, marketing, and promotion; programmed audio-lingual instruction systems; design, creation, and maintenance of technical and user documentation for a national telemedicine network; specialized translation of scientific, commercial and literary texts.
- Clients included Sheraton Hotels Worldwide, as well as leading Israeli organizations in the high-tech, fundraising, government, education, and cultural sectors. (Client list available upon request.)

1985-1987

OKSN Advertising Ltd.

Tel Aviv, Israel

Advertising Account Executive

- Initiated and managed comprehensive advertising accounts in Israel and abroad, in all creative, administrative, and budgetary aspects. Accounts included Israel's foremost exporters in the defense industry.

1982-1985

Mabat Kol Audio-Visual Productions

Tel Aviv, Israel

Creative Director, Co-Director

- Advanced from scriptwriter to co-director of company in two years.
- Managed and coordinated all creative and production resources for scripts and soundtracks.
- Maintained and developed client relations with Sheraton Hotels Worldwide and other key clients.
- Negotiated and sold audio-visual presentations produced by a team of 6 professionals, which totaled 2% of Israel's total film industry exports.
- Organized, formulated and presented marketing theories and strategies for Sheraton Corporation executives through speeches, articles, and audio-visual presentations.
- Created scripts for multi-image audio-visual productions.
- Created and engineered original musical soundtracks.
- Staged and coached actors and narrators in several languages.

Education

Tel Aviv University

Tel Aviv, Israel

- B.A., Double Major: English Linguistics and Music Theory.
- Graduated Summa Cum Laude.

Interests

Languages; Linux computing environments; professional and semi-professional theatrical and ensemble musical performance. (Performing arts résumé available upon request.)

References

Available upon request.