YAAQOV LAMB

PR & Communications

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BIOGRAPHY

Native-English PR and communications writer with a B.A. in Communications (Media & PR emphasis), 5+ years of stakeholder communication, and a portfolio of press materials and crisis-communications case studies.

SELECTED WORK

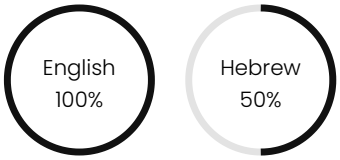
- **First Hello launch kit**
  Invitation, media advisory, press release, run-of-show and speaker brief for a proposed nonprofit
- **Media relations**
  Two media pitches and a press release announcing a group aliyah flight
- **Crisis communications**
  MoviePass crisis response plan, Adidas/Ye case study and WeWork IPO case study

EXPERIENCE

- **Azami Global**
  HR Specialist (maternity leave cover), 2025–2026
  Main point of contact for candidates and hiring managers across the full recruitment lifecycle
- **Soho House**
  Front Desk Coordinator, 2024–2025
  Welcomed high-profile guests and members with discretion · Supported event operations
- **Nefesh B'Nefesh**
  Aliyah Advisor, Case Manager, 2021–2024
  Communicated complex bureaucratic processes to thousands of olim by phone and Zoom, managing a live caseload of 150–300 applicants · Liaised with government agencies, including Misrad HaPnim
- **Noah Tours**
  Content Writer, 2019–2020
  Produced 3 blog posts and a client email campaign weekly, growing blog traffic by 8% in six months during COVID-19 (tracked in Google Analytics) · Wrote and SEO-optimized website copy

LANGUAGES

Native English, intermediate Hebrew.



EDUCATION

Bar-Ilan University
2021–2024
B.A. in Communications and Political Science, with an emphasis in Media and Public Relations. Co-organized and hosted a guest lecture on digital diplomacy by the Ministry of Foreign Affairs' Head of Digital Operations; conducted journalistic interviews.