

**(Ellen) Minna Shezaf**  
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As a resource development professional and communications specialist, Minna has expertise in creating marketing strategies and development compelling marketing and organizational materials. She is a graduate of Tufts University, a top American research institution, where she earned a B.S. in Cognitive and Brain Science, a course of study that combined psychology, computer science, neuroscience, and philosophy of mind.

**Languages:** Native English speaker with advanced Hebrew

### **Education and Professional Development**

**Tufts University**, Medford, MA (2011-2015). B.S., Cognitive and Brain Sciences

**NGO Catalyst**, Tel Aviv. General Fundraising Course

**Sightbit Ltd., Co-founder, CMO, and Research Analyst**, Be'er Sheva (May 2019 – Present)

- Co-founded Sightbit, a startup that harnesses artificial intelligence technology to alert lifeguards of drowning threats.
- Researched drowning physiology and risks.
- Managed a PR campaign that placed Sightbit on national and international TV, newspapers, radio, podcasts, and online publications that reached an audience of hundreds of thousands. More than 35 feature stories have appeared on Sightbit in 2020.
- Managed U.S. market research including interviews with major clients about pain points and solutions.

**Resource Development Coordinator, Desert Stars**, Kibbutz Lahav (2017 – 2019)

- Instrumental in raising millions of dollars from foundations, businesses, and private individuals. During her tenure, Desert Stars' annual budget rose by more than 1.5 million annually.
- Professionalized the writing department by creating rigorous new standards for written materials.
- Designed and wrote grant proposals, budget reports, marketing brochures, newsletters, technical translations, and more.

**Corporate English Teacher, Jerusalem Post Lite Talk**, Tel Aviv (2016)

- Taught business students English grammar and conversational and professional English.

**Emergency Medical Technician (EMT) and Teaching Assistant, Tufts University Emergency Medical Services**, Medford, MA (2013-2015)

- Provided emergency medical care.
- Led students in emergency simulations.
- Trained students to respond to trauma and medical emergencies.

**English Teacher, Tufts University Leonard Carmichael Society**, Medford, MA (2012-2013)

- Lectured and designed lessons for a class of Spanish-speaking students.
- Individually tutored English language learners.

**Executive Tutor, Peer2Peer**, Washington, DC (2008-2011)

- Tutored students in grades 1-7 in math and English.