

LISA GEISMAR

PROFESSIONAL EXPERIENCE

Writer

Telavivian Magazine | January 2017-Present

- Conceptualize and write feature stories on various subjects such as Burek Restaurant, Ginlee Studio SS17 Collection, and contemporary artist Jossef Krispel
- Conceptualize and write weekly short stories about Tel Aviv influencers and locales (topics include: food and dining, travel, art, design, dance, music, performance, lifestyle, and culture)
- Conduct interviews and background research for each piece
- Create engaging social media content to be posted when stories go live
- Contribute off-the-beat travel destinations to the *Telavivian Magazine* City Guide
- Was selected to be featured in the first print edition of *Telavivian Magazine*

Travel Writer

Journy | February 2016-June 2017

- Wrote concise, informative, and engaging content for personalized, tailor-made travel itineraries; specialized in restaurants, cultural activities, and local 'insider' information
- Managed the concierge services for all clients traveling to Israel
- Established and maintained a content and travel database for clients traveling to Israel
- Researched food and travel trends, urban hotspots, and restaurant openings to provide the most dynamic experience for each client
- Contributed 5,550+ pieces of content to a growing database of worldwide travel destinations that includes Japan, Germany, France, Italy, Denmark, Australia, Israel, Canada, Mexico, and more

Social Media Manager; Blogger/Content Writer; Project Liason

Faculty | June 2012-June 2014

- Created, launched, and managed the *Faculty* blog and weekly content related to New York City events, food, travel, art, design, and music
- Published 5 blog posts a week, which included original recipes and photography
- Curated *Faculty's* social media presence through Facebook, Twitter, Instagram, and Tumblr
- Wrote and edited funding/grant proposals for UNSPEAKABLE, an animated Holocaust documentary
- Forged the collaboration of *Faculty's* production team with local food businesses such as Murray's Cheese and Whole World Water

EDUCATION / ACADEMIC RESEARCH

New York University

Masters of Arts | New York, New York | 2014

- Wrote a Master's Thesis that defines and outlines the *community food space*; an advocacy-oriented ideology that reimagines community, culture sharing, and sustainable food in the urban sphere

The George Washington University

Bachelor of Arts, Psychology | *Secondary Field, Health & Wellness* | Washington, DC | 2012

- Dean's List; graduated *magna cum laude*

The School for International Training

Study Abroad | Byron Bay, Australia | February 2011-May 2011

- Wrote an independent study exploring the relationship between health, wellbeing, and sustainable practices in the Byron Bay community

CONTINUING EDUCATION

Tel Aviv University

Continuing Education | Ramat Aviv, Israel | June 2014-August 2014

- Participated in the Porter School's Master's in Environmental Studies Summer Program

The University of Vermont

Certificate | Burlington, Vermont | June 2012

- Participated in the inaugural Breakthrough Leader's Program for Sustainable Food Systems

CONTACT

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PORTFOLIO

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SKILLS & CERTIFICATIONS

- Writing / Editing
- Proofreading & Grammar Checking
- Research & Fact Checking
- Microsoft Office
- Web & Social Media Content
- Academic Research & Writing
- Languages: English – Native
Hebrew – Professional Working Proficiency
- CPR/AED Certified
- Zumba Level 1 Instructor
- YogaFit Level 1 Instructor
- AFAA Group Exercise Instructor