

# TZALI REICHER

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Hi! I'm Tzali Reicher, and I've been working in the communications and PR industry for five years. After promoting the work of Jewish centers to local media outlets throughout the country at an established and highly regarded organization and landing hundreds of TV and print media hits. I am passionate about writing and creating high quality content for brands and their websites.

## EXPERIENCE

**DECEMBER 2022 - PRESENT**

**DIRECTOR**, NOTICE OUR BIZ

Over the past two years since we created Notice Our Biz, I work to create holistic marketing and PR strategies for our clients, including ghost writing op eds, creating SEO content for their websites, and developing their organic footprint on social media.

**AUGUST 2019 – JANUARY 2023**

**MEDIA RELATIONS ASSOCIATE**, Chabad.org

For three years, I led the media relations department at the largest Judaism focused website in the world that focused on promoting the work of Chabad rabbis in communities throughout the United States. In that capacity, I worked with hundreds of media outlets to secure coverage. In that role, I learned how to frame a story to maximize interest and create a pitch for the right reporter, while developing a strong news sense and love of media. I also created the [largest database](#) of Jewish victims of the pandemic, which was covered by many media outlets, including the [New York Times](#).

**OCTOBER 2019 – DECEMBER 2022**

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**SEPTEMBER 2017 – MAY 2019**

**CURRICULUM DEVELOPER**, CHEDER SAO PAULO, CHEDER MENACHEM NJ, CHEDER MENACHEM LA, YESHIVAH COLLEGE

While completing my studies at the Rabbinical College of America, I served as an assistant

director, teacher and student mentor at multiple schools, learning how to educate and communicate with different age groups while liaising with executive and administrative leadership. I also wrote curriculums and outward communications to parents and donors.

**AUGUST 2015 – SEPTEMBER 2016**

**EDITOR,** LAMPLIGHTER

Edited a weekly newsletter that is widely distributed across the Melbourne Jewish community, and worked on its larger quarterly publications

## **EDUCATION**

**2016-2019**

**BACHELOR OF TALMUDIC STUDIES,** RABBINICAL COLLEGE OF

AMERICA **2016-2019**

**DIPLOMA OF TALMUDIC STUDIES,** RABBINICAL COLLEGE OF AUS AND

NZ **2014-2016**