

Shira Firestone

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PROFESSIONAL SUMMARY

Communications and marketing professional with a master's degree in nonprofit management and a career focused on supporting mission-driven organizations. Extensive experience leading newsletters, websites, social media, and large-scale publications, including full responsibility for the production of a 48-page monthly print and digital newspaper. Brings strong editorial judgment paired with hands-on execution, managing content, timelines, vendors, and digital workflows from planning through delivery.

PROFESSIONAL EXPERIENCE

Managing Editor — Charlotte Jewish News

2020–2025 | Charlotte, NC

- Directed the end-to-end production of a 48-page monthly print and digital newspaper, managing editorial calendars, production timelines, vendors, and final delivery under fixed monthly deadlines
- Managed and coordinated contributions from more than 20 nonprofit organizations and approximately 40 advertisers per issue, aligning content, approvals, messaging, and deadlines
- Produced all print and digital layouts using Adobe InDesign on a daily basis, working directly with photography, graphics, and production files
- Applied strong understanding of print and digital production standards, including typography, color management (RGB vs. CMYK), and print-ready specifications
- Oversaw digital platforms supporting the publication, including website updates, digital editions, and online content
- Planned, wrote, and executed promotional content across email, web, and social channels to support programs and events
- Participated in the planning, execution, and evaluation of large-scale Jewish Federation community events, including flagship programs featuring nationally recognized keynote speakers
- Managed relationships with printers, designers, photographers, and other vendors, ensuring quality, consistency, and on-time delivery
- Maintained rigorous editorial, visual, and production standards across all outputs

Freelance Communications & Marketing Consultant

2000–Present | Remote

- Led the full lifecycle of print and digital newsletters for nonprofit clients, including editorial calendars, content collection, editing, messaging guidance, layout, and distribution
- Advised nonprofit leadership on messaging clarity and communications strategy, helping organizations align newsletters with programmatic and fundraising goals
- Managed multiple concurrent monthly newsletters, maintaining accuracy, consistency, and deadlines

- Built and managed digital newsletter campaigns using Mailchimp and Constant Contact, including list segmentation, analytics review, and performance-based adjustments
- Built, maintained, and updated websites, with responsibility for content structure, navigation, design, and ongoing updates
- Planned, wrote, and scheduled social media content across Facebook, LinkedIn, and Instagram
- Served as primary liaison between clients and vendors, coordinating timelines, deliverables, and quality across print, digital, and web projects
- Supported event and fundraising communications for nonprofit organizations, creating collateral, managing mailing lists, and coordinating outreach
- Designed and delivered hands-on AI workflow training using a proprietary model (BRIDGE), focused on planning, research, analytics, and operational efficiency

Personal & Project Assistant — Rabbi Ted Falcon

1995–2015 | Seattle, WA

- Collaborated on conception, planning, promotion, and execution of retreats, workshops, and public programs
- Managed event logistics, registration systems, materials, scheduling, and follow-up
- Organized book launches, speaking engagements, and book-signing events
- Built and maintained mailing lists, newsletters, and websites

SKILLS

Communications and marketing operations • Newsletter strategy and lifecycle management • Editorial planning and messaging clarity • Digital publishing workflows • Event and conference communications • Stakeholder and vendor coordination • Website content strategy and maintenance • Social media planning and execution • Project management, timelines, and quality assurance • AI-supported workflow design, planning, research, and analysis

TOOLS & PLATFORMS

Adobe InDesign (daily, advanced use) • Adobe Creative Suite (Photoshop, Illustrator, Acrobat) • Mailchimp • Constant Contact • WordPress • CRM platforms (including Acrisoft) • Facebook • LinkedIn • Instagram • AI tools for workflow, research, planning, analytics, and automation (1,000+ hours hands-on use)

EDUCATION & PROFESSIONAL DEVELOPMENT

- Master’s Degree, Nonprofit Management — Thesis Focus: Corporate Social Responsibility
- Extensive AI Education including specializations in:
 - ❖ **AI for Marketing & Productivity**
 - ❖ **Strategic AI Leadership & Organizational Integration**
 - ❖ **AI Strategy, Risk, and Governance**
 - ❖ **Prompt Engineering & Applied AI**