

Bridget Gottdank

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Experience

Marketing Strategy and Creative Direction

Israel/Remote

Independent Consultant

November 2023 - Present

- Lead communications strategy and brand positioning for nonprofits, movements, and independent leaders working in human rights, education, and social change, from audience research through implementation.
- Design and build websites, presentation decks, annual reports, and brand collateral, including a trilingual site in Hebrew, Arabic, and English for a grassroots Israeli-Palestinian movement.
- Developed the full product architecture and go-to-market strategy for a language education business, defining its offerings, user pathway, and institutional outreach model ahead of relaunch.
- Selected clients: Combatants for Peace, Home for Hebrew, Yahel Israel, Makom, Pearl Mattenson (Relationship Systems Coach), Ittay Flescher (author and educator)

Marketing and Communications Director

Israel/Remote

For the Sake of Argument

March 2024 - February 2026

- Developed the first communications strategy for a Jewish educational initiative teaching civic disagreement, defining messaging, brand voice, and the client journey from first touch to long-term partnership.
- Restructured twelve separate offerings into a three-tier service model ranging from 90-minute workshops to \$25,000 partnerships, with an upsell pathway that converted several clients into top-tier long-term partnerships.
- Wrote positioning and copy for all twelve services, led the strategy behind the redesigned services landing page, and produced the collateral used for institutional outreach.
- Rebuilt the email program around new audience segments and outreach model, sustaining a 50% open rate.
- Led digital and social media marketing, outreach, publication design, and thought leadership and ghostwriting for the co-directors.

Marketing and Recruitment Manager

Israel

Yahel Israel

April 2021 - October 2023

- Built and ran marketing and recruitment strategy for an organization running long-term volunteer programs in Israel's periphery communities, increasing qualified leads by 66% and growing applications over the previous recruitment cycle.
 - Led annual crowdfunding campaigns, raising \$100,000 across two campaigns.
 - Managed the full lead pipeline, from discovery calls and email campaigns through to university and institution partnerships that fed recruitment.
 - Ran email marketing and the marketing CRM, including segmentation and campaign management, sustaining a 30%+ open rate.
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Education

West Chester University of Pennsylvania	West Chester, Pennsylvania
Bachelor of Arts in Political Science: Applied Public Policy	Graduated December 2019

Volunteering

Career Coach	Remote
Palestinian Internship Program	July 2026 - Present
<i>Provide one-to-one coaching to a young professional on portfolio development and workplace readiness.</i>	

Community Development Department	Summer 2018
Haifa Municipality, Yahel Israel Intern	
<i>Supported municipal initiatives across the city, including summer and afternoon programs for youth at risk, a program for children of asylum seekers, and an environmental advocacy campaign.</i>	

Additional

Language Skills: English (native), Hebrew (conversational), Spanish (basic)	
Technical Skills: ActiveCampaign, MailChimp, Figma, Illustrator, Lightroom, Wix Studio, Squarespace, Monday.com, Google Analytics, Meta Business Suite, Google Workspace, Claude	
Certifications:	
- Foundations of User Experience Design, Google (2024) - Responsive Web Design, freeCodeCamp (2021)	