

Michael Shainsky

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Education:

M.A in Diplomacy studies, Tel Aviv University. 2018-today

BA in Politics and Communications, Hadassah academic college. 2013-2016

Employment:

Analyst, Business intelligence firm. 2022-Today

- Geo-political and social analysis of designated territories and audience and dissemination of influence campaigns to promote client's interests.
- Strategy creation, planning and implementation of complex and sensitive international reputation management campaigns and operations.
- Virtual HUMINT, handling multiple human sources and assets across various geographies.
- OSINT, research of entities, personas, and narratives in the media and on the web.

Advisor to the DG and spokesperson, Ofek Israeli-National Aliyah Promotion Company. 2018-2022

- Responsible for schedule management, presentations and preparing the DG for meetings.
- Managing the organization's communications, projects management, assistance in creating and maintaining partnerships with civil society and government organizations.
- Following legislation initiatives and policy trends on relevant topics.
- Research and background checks.

Lobbyist, Yael Goisky-lobbying, communications & legislation. 2017-2018

- Monitoring, writing, and promoting legislation and policies.
- Creating and maintaining relationships with parliament members and decision makers.
- Research, preparing clients for meetings with decision makers and stakeholders.
- Advising clients on communications, following and analyzing Knesset committees sessions.

Spokesperson, political party-Knesset. 2016-2017

- Managing the Party's website and social media accounts.
- Writing press releases, maintaining, and creating relationships with journalists.
- Managing media crisis, briefings, and media monitoring.
- Creating partnerships and collaborations with media outlets and civil society organizations.

Assistant spokesperson to the Minister, Ministry of tourism. 2016-2017

- Managing the Minister's social media and website.
- Assisting the Minister's spokesperson with speech writing and preparing the Minister for interviews.

Languages:

Hebrew – native, English – fluent, Russian – good.

Additional trainings and skills:

Disinformation analysis training, The Atlantic Council. (2022)

OSINT analyst training, Cybint solutions. (2020)

Competitive business intelligence course, Israel export institute. (2018)

Social media manager diploma, new media college. (2012)

