

# Elan Kane

ElanKane15@gmail.com | Brooklyn, NY 11217 | 914-610-1828 | [ElanKane.info](http://ElanKane.info) | [LinkedIn](https://www.linkedin.com/in/ElanKane)

---

## EDUCATION

**Medill School of Journalism, Northwestern University**, Evanston, IL

*Master of Science in Journalism*

August 2017

**Brandeis University**, Waltham, MA

*Bachelor of Arts in American Studies; Minors: Journalism, Near Eastern and Judaic Studies*

May 2016

## RELEVANT EXPERIENCE

**NewsGuard Technologies**, New York, NY

April 2023-May 2024

*Private equity-backed misinformation tracking company, licensing data to advertising, AI and media literacy industries*

### **Marketing Manager**

- Managed company's B2B marketing, coordinating two in-person events, five virtual events and targeted email outreach campaigns to partners and prospects
- Directed company's social media presence, increasing followers on LinkedIn by 65%, resulting in increased prospect leads and brand awareness
- Executed [advertiser-focused email newsletter](#) from conceptualization to completion, collaborating with C-suite executives to reach 2,500+ people
- Led B2C marketing efforts through social channels for the company's Substack email newsletter, reaching 13,000+ readers and growing the subscriber base by 10% in the first three months
- Oversaw company website to showcase SEO-focused blog posts, improving overall user experience and highlighting use cases for clients and prospects
- Assessed email and social campaigns, advising senior stakeholders on metrics such as open and click-through rates as well as overall areas of improvement

**Google** (via Adecco), New York, NY

February 2022-February 2023

*The Google News Initiative (GNI) provides news publishers with resources to enhance the digital news ecosystem*

### **GNI Startups Program Operations Coordinator**

- Led day-to-day global operational processes for GNI Startups Program including 1-2 weekly social posts
- Authored monthly internal email newsletter highlighting happenings from Startups Program to senior executives
- Managed numerous projects on deadline, including creating strategy decks for programs in APAC, EMEA & AMER
- Developed program impact metrics and actively tracked and reported on progress of 450+ news startups

**The Jewish Theological Seminary**, New York, NY

January 2018-January 2022

*School of higher education affiliated with Columbia University*

### **Senior Manager of Communications**

- Managed 4-6 time-sensitive marketing projects weekly such as [email newsletter](#) reaching 44,000+ using HTML
- Maintained jtsa.edu website regularly through CMS for initiatives such as annual capital campaign promotion
- Directed editorial process for five issues of *Gleanings*, an academic eJournal with 8-10 authors and articles
- Created daily social media posts, using video editing tools such as Adobe Premiere Pro to engage audiences

**Chicago Sun-Times**, Chicago, IL

June 2017-August 2017

*Daily Chicago newspaper founded in 1948 with an average print circulation of more than 60,000*

### **Sports Staff Intern**

- Authored 1-2 articles per week for publication in print newspaper and 6-8 stories for digital publication
- Devoted 30-35 hours per week producing content on Chicago-area sports stories such as MLB game recaps

## INTERESTS AND SKILLS

**Interests:** Run 80-person adult basketball league, coordinating communications, social accounts and \$30,000 budget

**Technical skills:** Email quality assurance and A/B testing, HTML, HubSpot, Mailchimp, X, Facebook, Instagram, LinkedIn, Canva, Adobe Premiere Pro, Airtable, WordPress, Google and Microsoft Office Suite

**Other skills:** Copywriting, project management, editing, budget tracking, email marketing campaign strategy development, problem-solving, attention to detail, collaboration with senior executives