

ALLI MAGIDSOHN



CREATIVE STRATEGIST | BRAND COMMUNICATIONS | MEANING MAKER

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EDUCATION

OTIS COLLEGE OF ART + DESIGN

Los Angeles, CA

BA, Fine Arts, Painting

Juried Prize Winner, Senior Exhibition

BAR ILAN UNIVERSITY

Ramat Gan, Israel

MA, English Literature, Creative Writing

Senior Thesis: "How Can We Know Anything?"

AREAS OF EXPERTISE

- Brand Strategy & Execution
- Company / Product / Service Naming
- Messaging & Positioning, Storytelling
- Integrated Marketing Communications
- UX Content Design / Product Strategy
- Creative Concepting & Ideation

ABOUT

When I boil what I do down to its most essential part, what I'm left with is this: I make meaning. Each project I take on is unique, but ultimately, my work focuses on helping companies get to the core of who they are, then designing thoughtful strategies for them to captivate new and existing audiences. While I have a wide variety of creative skills and experience, my work really sings in the space where strategy, language, and product experience meet.

PROFESSIONAL EXPERIENCE



2014 - Present

FOUNDER & PRINCIPAL CREATIVE STRATEGIST

Meaning Maker

- Founded the creative consultancy to serve the needs of early-stage tech startups, creative & product design agencies, and enterprise-level technology companies
- Experienced strategist with expertise in naming, brand building, marketing communications, UX content design, and product development
- Articulate communicator with proven record of engaging storytelling, effective messaging, and successful global launches



2021 & 2022

BRAND STRATEGY & NAMING CONSULTANT

Amazon

- Leveraged my creative skills to support the launch of new features, products, and services in the Amazon Devices' Brand Studio, across two separate engagements.



2013 - 2014

DIRECTOR OF MARKETING

Metromile

- Helmed PR, marketing, and communications, repositioning the InsurTech start-up from pure utility into a lifestyle brand that was ultimately acquired for \$510M
- Directed redesign of the company's visual identity, bolstering brand awareness and reach
- Ideated and produced innovative launch campaigns allowing the company to penetrate new markets across the US

COMMUNITY SERVICE

SUICIDE CRISIS LINE VOLUNTEER

Lines for Life

2021-2022

CORE LEADERSHIP COMMITTEE

Bend the Arc: A Jewish Partnership for Justice

2020-2022

MARCOM MENTOR

3 Tech Incubators in SF

2015-2019

STRENGTHS

- Conceptual thinker
- Deeply imaginative

WEAKNESSES

- Dimples
- French fries

REFERENCES

View former client testimonials at:

www.meaningmakercreative.com/whyallifull



2012 -
2013

SENIOR CREATIVE STRATEGIST

A Hundred Years

- Led vision alignment, naming, and brand revitalization for the creative agency, collaborating closely with CEO and ECD
- Consulted on various client projects, most notably, renaming the Impact Hub global network of social entrepreneur spaces



2009 -
2012

DIRECTOR, GLOBAL MARKETING COMMUNICATIONS

Waze

- Conceptualized brand voice, helmed product positioning, and led global marketing communications strategy
- Directed 4 external PR agencies around global launches, mentored 6-person social media team, and collaborated cross-functionally
- Instrumental in global rollout, catapulting users from 15K in Israel to 30M, worldwide, during my tenure
- Brainstormed new product features, user engagement campaigns, and messaging around global launches
- Essential contributor leading up to the Google acquisition of the company for \$1.3B



2007 -
2008

INTERNAL COMMUNICATIONS MANAGER

Amdocs

- Crafted and executed communications campaigns impacting 25K+ employees across 50 countries
- Advised C-level and executive leadership, elevating the impact of their communications, and driving company-wide initiatives to support their quarterly KPIs
- Established content strategy for the the global software & services provider's Intranet, developing innovative features like 'Meet the Manager,' a role-modeling series allowing junior employees insight into the career paths of of the company's top execs



2006 -
2007

MARKETING COMMUNICATIONS MANAGER

Liveperson

- Authored web content, advertising creative, event-related assets, sales materials, as well as all user-facing communications
- Produced booths and creative collateral for six international trade shows
- Key marketing contributor leading up to the acquisition of the company for \$40M



2004 -
2006

COMMUNICATIONS STRATEGIST, IMPACT PROJECTS

Passion Marketing for Issues + Causes

- Translated high-level strategic briefs into tactical development materials to help non-profit organizations amplify their fundraising results
- Interviewed world-class physicians about their research and crafted feature stories for Cedars-Sinai Medical Center's monthly donor publication