Joshua Shapiro
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EXPERIENCE

YESHIVA UNIVERSITY, OFFICE OF THE PRESIDENT — **New York, NY**
Marketing Associate — ***May 2026 – Present***

- Writer for President Rabbi Dr. Ari Berman's national op-eds published in *The New York Times, USA Today* and outlets across Europe and Asia
- Filmed, edited and distributed short-form media campaign to expand the President's audience; drove 5.6M+ impressions across social media, resulting in 2,800% growth in Facebook followers
- Managing production process for podcast series featuring speakers like Bill Ackman, Congressman Ritchie Torres and international diplomats

ADJ STRATEGIES — **Remote**
Content Marketing Strategist — ***October 2025 – May 2026***

- Led content strategy for C-suite executives at monday.com and Series A–B startups including Hyro and Stigg, resulting in posts that reached a 56% C-suite audience segment, drove 124% MoM follower growth, attracted 80K+ unique users and generated 250K+ LinkedIn impressions
- Drove end-to-end client lifecycle including onboarding, strategy, interviews and posting content across LinkedIn and company blogs

Y-STUDS A CAPPELLA LLC — **New York, NY**
Head of Marketing — ***October 2022 – March 2026***

- Performed as tenor singer for collegiate a cappella group in 60+ cities across North America and Europe
- Scaled digital reach across 46K+ subscribers with 555K+ YouTube and 1M+ Instagram video views through content and social media strategy
- Orchestrated cross-functional operations including finance, marketing, music, sales and social media

DRYVE MARKETING — **Remote**
Podcast Producer — ***October 2025 – March 2026***

- Produced *Keeping it Kosher* podcast for Orthodox Union; surpassed 50K views on launch episode
- Owned show positioning, episode research and post-production

EDUCATION

YESHIVA UNIVERSITY, Honors College — **New York, NY**
Bachelor of Arts in Jewish Philosophy — ***May 2025***

- GPA 3.99; *Summa Cum Laude*
- Straus Scholar of Torah and Western Thought; Malka Fishaut Memorial Award for Excellence in Jewish Studies
- Food 4 Thought board member; packed lunches for underprivileged New Yorkers and distributed 250+ meals

LEADERSHIP

TIKVAH, Millstone Scholars Program — **New York, NY**
Teacher — ***October 2026 – Present***

- Teach history classes to 15 middle school students every Sunday evening

THE COMMENTATOR — **New York, NY**
Senior Opinions Editor — ***April 2022 – January 2024***

- Wrote and edited articles for Yeshiva University's premier newspaper

SKILLS AND INTERESTS

- Technical skills: Videography and photography, Claude Code and Cowork, Adobe Premiere Pro, LinkedIn
- Interests: Singing, Basketball, Guitar, Blogging