

# YOLANDA HAIRSTON ADAR

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*Strategic Marketing & AI Visionary | Digital Marketing Architect | Global Executive Consultant  
Creative Production Maestro | Executive Producer*

## PROFESSIONAL EXPERIENCE - ISRAEL

**Position:** Chief Entrepreneurship Consultant & Marketing Strategist

**Company:** Self-employed

**Duration:** 2006 - Present

**Location:** Israel-based, Worldwide clientele

- **Led Executive Management and Marketing Consulting:** Spearheaded comprehensive consulting and training programs for C-level executives and managers, focusing on strategic leadership, communications, marketing, and organizational development tailored for entrepreneurs and emerging SMBs globally.
- **Developed and Implemented Marketing Strategies:** Crafted and executed holistic marketing strategies, encompassing content creation, social media outreach, and brand positioning, resulting in measurable increases in market penetration and brand awareness for clients.
- **Developed and executed internal and external communications strategies for startups, enterprises, and SMEs.**
- Led **engagement communications** campaigns to enhance client interaction and market penetration.
- Partnered with **insurance and tech companies** to create messaging for product marketing and service engagement.
- Designed and implemented **content strategies, stakeholder messaging, and brand positioning.**
- **Advanced PR and Public Speaking Skills:** Provided intensive training in public relations, speechwriting, and public speaking, empowering entrepreneurs to enhance their brand's visibility and engage confidently with stakeholders.
- **Empowerment of Women and BIPOC Entrepreneurs:** Dedicated to coaching and consulting Women & BIPOC entrepreneurs, offering tailored strategies for business growth, leadership, and market success.
- **Founded and launched B&C MEDIA**, a full-service content and consulting agency, to unify content strategy, video production, podcast services, voiceover and translation projects, and business consulting under one agency brand.

**Position:** Co-Founder and Co-Owner; Executive Producer, and Chief Marketing Officer

**Company:** Beliefs & Consequences Media (DBA B&C MEDIA)

**Duration:** 2021 - Present

**Location:** Israel

- **Executive Production Leadership:** Initiated the creation and production of the "Beliefs & Consequences | על אמונות ותוצאותיהן" podcast, overseeing all aspects of content development, from ideation to final production, ensuring high-quality, engaging content for a global audience. Responsible for audio production, video production, editing, graphics and AI image creation; audio podcast and YouTube channel management from beginning to end.
- **Comprehensive Marketing Operations:** Masterminded and executed the marketing strategies for the podcast (including accompanying YouTube channel), encompassing production, editing, website management, social media oversight, and channel/platform management, amplifying reach and listener engagement.
- **Digital Platform Expertise:** Managed the podcast's online presence, optimizing our website for maximum user engagement and efficiently managing multiple channels to grow our audience and enhance our brand's digital footprint.
- **Data-Driven Decision Making:** Utilized advanced data analysis techniques to inform marketing strategies, content creation, and audience targeting, significantly increasing podcast visibility and listener numbers.
- **Public Relations and Brand Building:** Led PR initiatives, positioning "Beliefs & Consequences | על אמונות ותוצאותיהן" as a thought leader in the media space, fostering a strong, loyal community around our brand.

**Position:** Vice President of Marketing

**Company:** Spicerr

**Duration:** 2022

**Location:** Ra'anana, Israel

**Note:** Position made redundant due to funding constraints.

- **Strategic Marketing Leadership:** Led the comprehensive marketing strategy for an innovative Direct-to-Consumer (DTC) culinary technology product, specializing in AI-powered spices and flavorings, setting a benchmark in the food tech industry.
- **AI Integration and Product Promotion:** Facilitated the promotion of a groundbreaking product, leveraging artificial intelligence to revolutionize the culinary experience, enhancing flavor discovery and customization for consumers.
- **Cross-Functional Team Collaboration:** Collaborated closely with product development, sales, and technology teams to ensure the marketing strategy aligned with product capabilities and market demand, driving significant consumer interest and engagement.
- **Brand Development and Positioning:** Established and cultivated the Spicerr brand, positioning it as an up-and-comer in the culinary tech space, through targeted marketing campaigns with partners McCormick and IFF, digital storytelling, and consumer education on the benefits of AI in enhancing culinary experiences.
- Created and optimized **client-facing materials, engagement strategies, and digital media content.**

**Position:** Vice President of Marketing  
**Company:** Click-Ins (formerly getmeIns)  
**Duration:** 2019 - 2020  
**Location:** Netanya, Israel  
**Note:** Position made redundant due to COVID-19.

- **Strategic Marketing Vision:** Crafted and executed a holistic marketing strategy for a pioneering AI-driven fintech company, driving brand visibility and market penetration.
- **Editorial Excellence and Creative Leadership:** Directed writing, editing, and creative content production, ensuring high-quality, impactful marketing materials.
- **Event Leadership:** Oversaw the company's participation in industry events, orchestrating speaking engagements and crafting presentations to enhance brand visibility and establish key industry connections.
- **Public Relations and Branding:** Directed PR initiatives and strategic branding efforts, sharpening the company's positioning in the fintech space and enhancing its market image.
- **Digital Asset Management:** Oversaw the management of the website and online assets, ensuring optimal user experience and content relevance.
- **External Resource Management:** Managed relationships with freelancers and agencies to augment marketing capabilities and drive project excellence.
- **Digital Advertising Expertise:** Engineered and executed comprehensive digital advertising strategies, including SEO/SEM, lead generation campaigns, and targeted social media campaigns to maximize ROI.

**Position:** Head of Marketing  
**Company:** SIRIN LABS  
**Duration:** 2017 - 2019  
**Location:** Ramat Gan, Israel  
**Note:** Position ended due to company-wide layoffs ahead of company closure.

- **360° Marketing Strategy Leadership:** Orchestrated a holistic marketing strategy for the launch of a pioneering blockchain smartphone, emphasizing ultra cybersecurity features, powered by a unique crypto token and decentralized applications (dApps).
- **Lionel Messi Collaboration Highlight:** Produced a high-profile commercial and directed a multi-faceted, global product launch event in Barcelona, Spain, featuring Brand Ambassador and football superstar Lionel Messi. This collaboration not only amplified our marketing reach but also solidified the brand's association with excellence and innovation.
- **Innovative Campaign Management:** Led the strategic planning and execution of impactful marketing campaigns post-Initial Coin Offering (ICO), utilizing channels for maximum engagement and conversion, including La Liga.
- **Agency and Social Media Mastery:** Directed multiple agencies while crafting a compelling social media strategy that significantly raised brand awareness and positioned the company as a leader in blockchain technology.
- **Content Creation and Editorial Excellence:** Supervised all writing, editing, and content development processes, ensuring high-quality, consistent messaging across all marketing materials and platforms.
- **Budget Oversight and Web Development:** Managed a substantial marketing budget, aligning financial resources with strategic goals; spearheaded website development and management, enhancing user experience and product visibility.
- **Event and Project Management Prowess:** Executed a highly successful product launch event and managed projects with precision, from conception through to completion, ensuring deadlines were met and objectives achieved.
- **Strategic Partnerships and Team Leadership:** Fostered relationships with vendors, International journalists, and industry influencers; led a diverse team of in-house and international employees, nurturing talent and encouraging innovation.

## PROFESSIONAL EXPERIENCE HIGHLIGHTS - USA

**Position:** Television Broadcast News (Line) Producer / Investigative News & Special Projects Producer / Journalist  
**Company:** ABC45 News (WXLV-TV)  
**Duration:** 1995 - 2000  
**Location:** Winston-Salem, NC (DMA #47)  
**Note:** I left this career to attend graduate school full-time.

- **Television Broadcast News Producer:** Spearheaded the production of a dynamic 3-hour live morning show, coordinating with news and production teams to deliver timely news, feature stories, and interviews, enhancing viewer engagement and loyalty. I increased viewership and ratings by 33% within two months and to 110% within the first Neilson Ratings period. Managed news storytelling, corporate messaging, and PR strategies.
- **Investigative News & Special Projects Producer:** Produced in-depth investigative reporting projects and led station-sponsored community events, which resulted in increased viewership and the station's brand credibility.
- **Journalist:** Conducted thorough research, interviews, and on-the-ground reporting, crafting compelling news story packages and series that informed and resonated with the audience.

**Position:** Program Director at NC Hillel - Soref Campuses

**Company:** NC Hillel (B'nei B'rith Hillel Foundation)

**Duration:** 2002 - 2005

**Location:** 11 Campuses across North Carolina; based at University of North Carolina at Greensboro

**Note:** My position was based on a 2-year grant that was extended due to the positive impact of my work.

- Developed and implemented a wide range of cultural, educational, and community service programs across 11 campuses, fostering Jewish identity and engagement among college students.
- Managed collaborative efforts with university administrations and local communities to support and promote Hillel's mission, significantly increasing program participation and visibility.

**Position:** Human Resources Coordinator (EAS-16)

**Company:** United States Postal Service

**Duration:** 2005 - 2006

**Location:** Human Resources Shared Services Center, Greensboro, NC

**Note:** This was a temporary position during my continued graduate studies before my planned move to Israel.

- Administered comprehensive HR functions, including recruitment, training, employee relations, and benefits administration, supporting a large and diverse workforce.
- Implemented HR policies and procedures that improved operational efficiency, employee satisfaction, and compliance with federal regulations.

## ACADEMIC EDUCATION

- Doctorate-level coursework, Management and Leadership, 2004 - 2006
- **Pfeiffer University**, 2001 - 2002. Degree: **Master of Science** in Organizational Management with a concentration in Leadership & Change Management and specialized focus on Organizational Development.
- **Salem College**, 1992 - 1996. Degrees: **Bachelor of Arts** in Communication with a concentration in Journalism and Telecommunication, and **Bachelor of Arts** in Spanish Literature.

## MILITARY SERVICE

- **United States Army Reserves**, Medical Specialist (91B). Ambulatory Medic (Rank: E4 Specialist). 396th Company, Winston-Salem, North Carolina.
- **United States Junior Reserve Officers Training Corps**, Cadet Battalion Commander (Rank: Lieutenant Colonel). Color Guard and Drill Team Captain, Rifle Team. Carver High School, Winston-Salem, North Carolina.

## PERSONAL PROFILE

- **Languages:** English (Mother Tongue), Spanish, Hebrew
- **Citizenship:** Dual - United States, Israel.
- While I currently reside in Israel, I am fully authorized to work in the USA as a native-born citizen, with a local bank account and mailing address. I am relocating to NC in early 2026. I am fully able and eager to work remotely.

## EXPERIENCE AND SKILLS

### Experienced and Proficient in:

- Broadcast Journalism and Newscast Producing
- Content Strategy and Management
- Writing and Editing: News, PR, Speeches, Creatives
- Event planning, marketing, and execution
- Public Speaking/Presenting
- Internal Communications
- Crisis Communications
- Stakeholder Relations
- B2B, B2C, and DTC Marketing
- Startup OD Strategies
- Strategic Planning
- Content Development
- Critical Research
- AI-Enabled Strategy

### Certifications Include:

- AI Digital Marketing
- Marketing Analytics - Meta Marketing Certification
- HubSpot Certifications: Content, Inbound, Inbound Sales, Email, Contextual Marketing, Design
- HootSuite Social Media Certification

### Strategic Ops Leadership:

- Organizational Change and Development
- Project Management
- Business Development and Strategy
- Employee Training and Development
- Remote Team Coordination

- Client Service Management
- Public Relations
- Diversity and Cross-Cultural Training
- Leadership + Team Building
- Time Management
- Business Coaching

### Technical Skills:

- AI Prompt Engineering
- Video, TV, Radio, Podcast Production
- Website Development and Management
- Canva Graphic Design
- Google Analytics and Business Insights
- CRM and CMS platforms
- Mac OS fluency
- Search Engine Optimization