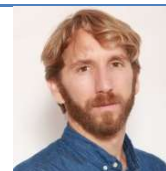


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# Edan Ring

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## Summary of qualifications

- Experienced media & advocacy team leader with highly developed strategic and creative planning skills and significant experience in training and mentoring
- 15 years of experience in NGO, Communications and PR fields – policy and advocacy director, journalist, media consultant, academic lecturer and media activist
- High level multi-lingual verbal and writing abilities with extensive experience in cross-platform content creating and lecturing, and strong technological skills

## Work Experience

### Sikkuy – Jewish-Arab Association for Civic Equality

[sikkuy.org.il](http://sikkuy.org.il)

Co-Director of Shared Society department

**2018-Now**

- Co-managing a team of Jewish and Arab project coordinators in charge of all shared society advocacy and public activities: public spaces, education and media diversity
- Leading strategic planning, learning and evaluation of all department activities and work plans - including staff recruitment and training and creative campaign leading
- Developing and leading initiatives, coalitions and campaigns with stakeholders from diverse sectors and fields – non-profit, public, private and academia
- Supporting all philanthropy related activities – project grant writing and reporting

Director of Public Affairs Department & the Equal Media Project

**2015-2018**

- Planned, established and led Sikkuy's first PR and Social Media department
- In charge of all public, digital and social media strategies, activities and initiatives
- Planned, Established and led the "Arab Representation Index", media monitoring data project with the 7<sup>th</sup> eye website and Ifat firm – successfully active since 2015
- In charge of recruiting and managing all internal and external PR and digital delivery
- Extensive Op-Ed writing, TV/Radio interviews and public lectures and appearances

### UNIK Public Image

[unik.co.il](http://unik.co.il)

Deputy Director – in charge of all political, nonprofit and tech clients

**2012-2015**

- Head of 5-person PR consultancy team in charge of tech, NGO and political clients
- Led all of the media, PR and digital strategy planning and evaluation for nonprofits
- Campaign planning and execution for political and social clients – offline and online
- Recruitment, training and mentoring for all new department personnel

Media Consultant

**2009-2012**

- PR & Media for diverse clients: government, private sector, non-profit and academic

Haaretz News Group – Editor and Writer – Foreign and Domestic News desk **2006-2009**

Dan & Bradstreet – Data Sources and Credit Information Coordinator **2004-2006**

## Academic Teaching Experience

Ben Gurion University - The Department of Communication Studies

**2018-Now**

Lecturer - BA\MA Communications program - "Media and Social Change" workshop

IDC Herzliya - The Sammy Ofer School of Communications

**2014-2020**

BA Communications program – Lecturer and Mentor – [Marketing Lab](#)

## Academic Education

**Bar-Ilan University | 2020-Present**

Graduate Program in Science, Technology and Society - Research Student - [www.sts-biu.org](http://www.sts-biu.org)

**Tel Aviv University | 2005-2008**

MA in Latin American History (with distinction)

**Tel Aviv University | 2001-2004**

B.Sc. in Computer Science & BA History (both with distinction)

## Voluntary Activity

**Akevot Institute for conflict research** - Board member – 2019-Present - [www.akevot.org.il/](http://www.akevot.org.il/)

## Languages Skills

**English – Fluent**

**Spanish – High Level speaking and reading**

## Selected Publications and Campaigns

- Time to Rethink the role of social media in political violence - **the 7<sup>th</sup> eye** ([Hebrew](#)) <https://www.the7eye.org.il/416292>
- Coronavirus Conspiracies: Israel on Edge, Panic-mongering Incitement Can Kill - **the 7<sup>th</sup> eye** ([Hebrew](#)) <https://www.the7eye.org.il/365060>  
**Haaretz** ([English](#)) <https://www.haaretz.com/israel-news/.premium-in-an-israel-on-edge-panic-mongering-incitement-on-coronavirus-can-kill-1.8691166>
- Mainstream media has to work harder to gain public trust - **Globes** ([Hebrew](#)) <https://www.globes.co.il/news/article.aspx?did=1001317606>
- Disinformation and incitement - the crucial fight for Israel's free press - **the 7<sup>th</sup> eye** ([Hebrew](#)) <https://www.the7eye.org.il/345208>  
**Haaretz** ([English](#)) <https://www.haaretz.com/israel-news/.premium-the-terrible-danger-stalking-israel-and-why-israelis-can-t-fight-it-1.7924814>
- The Arab citizens deserve some room at the tribal fire - **IDI Journal** ([Hebrew](#)) <https://www.idi.org.il/parliaments/18632/18641>