



# Shai Lysk

ShaiLysk@icloud.com

+1 917-568-2456

<https://shailysk.com>

## Objective

To obtain a more fulfilling position and to contribute my expertise while leveraging my varied set of skills and continually advancing my knowledge in a collaborative, compassionate and innovative work environment.

## Education

Bachelor of Science in **Marketing Management**

Pace University, 2015-2018

Minor in **Human Resources**

Bachelor of Science in **Graphic and Web Design**

Art Institute of San Francisco, 2010-2013

Minor in **Project Management**

Bachelor of Science in **Sociology and Anthropology**

Western Wisconsin University, 2007-2010

Minor in **Communications**

High School Diploma

Winona Senior High School, 2001-2004

## Experience

### Remote Executive Assistant

VaVa Virtual Assistants, Remote

November 2021 - Present

This role involves efficiently managing an executive's schedule, handling email correspondence, coordinating virtual meetings, preparing documents and presentations, arranging virtual travel logistics, prioritising tasks, facilitating communication, managing data and files, supporting projects, conducting research, handling expense reports, maintaining confidentiality, and implementing task automation tools for increased efficiency.

### HR Recruitment Officer

Lucas Group Staffing Agency, Remote

August 2021 - Present

This role involves managing the end-to-end recruitment process, including creating job postings, sourcing candidates, screening resumes, coordinating interviews, conducting assessments, negotiating offers, and providing onboarding support.

Additionally, responsibilities include maintaining the Applicant Tracking System, generating recruitment reports, ensuring compliance with employment laws, contributing to employer branding, and engaging in networking activities to connect with potential candidates.

### **Remote Executive Marketing Assistant**

Belay Solutions, Remote

June 2017 - April 2023

Reason for leaving: I had to cut back the workload due to my cancer.

### **Event Planner and Strategist**

TeamBuildingCo Events, New York City, New York

May 2017 - April 2020

Collaborating with clients for event goals, managing budgets, coordinating with vendors and venues, selecting suitable event locations, designing creative event concepts, planning logistics, adhering to timelines, negotiating contracts, managing guest lists, overseeing on-site execution, handling crisis situations, implementing marketing strategies, conducting post-event evaluations, ensuring legal compliance, and creatively addressing challenges for successful event outcomes.

Reason for leaving: The Covid Pandemic killed events. The company is closed.

### **Regional Operations Manager of the Blueprints Program for USA and EMEA**

xAd, New York , New York

September 2015 - May 2017

At xAd I headed up developing and implementing operational strategies aligned with organisational goals, providing leadership to regional operations teams across multiple locations, managing performance, optimising processes for efficiency, overseeing regional budgets, coordinating logistics and supply chain activities, implementing quality control measures, fostering cross-functional collaboration, ensuring compliance with laws and regulations, managing operational risks, cultivating relationships with vendors and suppliers, generating reports and analysing data on operational performance, overseeing regional projects, and providing training and development opportunities for the operations team.

Reason for leaving: The company moved the project to India for more cost effective labour and re branded as GroundTruth to be acquired.

### **Graphic Designer promoted to Design Director**

Nougatine Patisserie, San Francisco, California

August 2011 - October 2015

I was involved in providing visionary and creative leadership for design projects, developing and implementing design strategies aligned with business goals, leading and inspiring design teams, overseeing projects from concept to completion, collaborating with clients to understand design requirements, ensuring high-quality design outputs, staying informed about design trends, managing project budgets and resources, fostering cross-functional collaboration for integrated design solutions, and providing mentorship and professional development opportunities for design team members.

Reason for leaving: I was approached by xAd in NYC with a more enticing offer.

### **Customer Service Specialist promoted to Remote Director of Regional Development**

DHL, LaCrosse, Wisconsin

July 2007 - June 2011

This responsibilities were responding to customer inquiries through various channels, effectively addressing and resolving issues, providing accurate product/service information, assisting with order processing, handling complaints with empathy, gathering customer feedback for improvements, understanding and communicating company policies, offering basic

technical support, maintaining detailed customer records, collaborating with other departments to resolve complex issues, identifying opportunities for up-selling and cross-selling, educating customers on product features, ensuring service quality aligns with company standards, and efficiently managing multiple customer interactions.

Reason for leaving: The company did not provide the professional development I was looking for for at the time.

## Skills:

Experienced professional with a diverse skill set encompassing executive assistance, project and team management, operations oversight, customer service, and extensive marketing expertise. Proven success in account management, leadership, and HRM, with a track record of managing global teams. Proficient in office tools (Microsoft Office, Google Workspace, Apple iWork) and adept at utilising Laissez-Faire Transformational leadership. Skilled in analytical and data-driven decision-making, applicant tracking systems (ATS), talent tracking software, and a comprehensive understanding of recruitment processes. Demonstrated capabilities in marketing strategy, content creation, digital marketing, and SEO. Accomplished in copywriting, editing, and quality control. Known for effective negotiation, payroll management, and event planning. Passionate about fostering positive workplace culture and retention efforts.

## Awards and Honours:

- Vid-eh-oh Awards - Best Video Editing Award - creative field. 2018
- Yancey Richardson Gallery - New York City Mini show participant. 24 hours in a gallery show. 16 black and white street photos shown. 2018
- The Insecure Writer's Support Group's annual contest. Published winner of the short story category. 2017
- Open Eye Gallery - Liverpool U.K. Halftone Exposition of 26 in between colour and black and white photos. 2017
- The Solomon R. Guggenheim Museum and Foundation - New York City Recommended Amateur Photographer. 2016
- Good Design Award - Best Graphic Design - Branding 2016
- Indigo Design Award - Digital Design - Best UX And UI. 2015
- Austin Macauley Publishers - London U.K. Published book of short poems and stories. 2015
- Brands Of The World - Featured Brand. 2014
- Worked with Hewlett Packard HP team Rebranding Toner to feel more exclusive and proprietary. My designs can be seen today on HP Toner packaging. 2014
- The Independent Photographer 1st Prize Winner. 2014
- Written For Life - New York City Recommended Blogger Award. 2014
- The Dieline - Best Packaging Winner. 2013
- The Independent Journalist Awards 1st Prize Winner. 2012

## Projects:

Leonardo Project - Epinal, France - July 2011

Lead Sourcing Specialist at CFA Pôle des Métiers d'Epinal

A project to encourage training and education between England and other European Union countries. I worked with a group of students in France (bakers, mechanics, hair stylists) and found them

apprenticeship programs through marketing efforts in England to discover their trade in another culture.

## Courses:

Brooklyn School of Real Estate  
Certificate Program and State Test  
January 2019

Harvard Business School Online  
Management Essentials  
8 Week Course  
June 2018 - July 2018

Project Management Academy  
New York City, New York, USA  
Certified Project Manager  
July 2017

University of California Irvine  
Human Resources Analytics  
4 Week Course  
June 2014 - July 2014

## Certifications:

- Brooklyn School of Real Estate - NY Real Estate Salesperson  
New York City, New York, USA  
2019
- Project Management Academy Certified Project Manager (PMP)  
New York City, New York, USA  
2017
- Certified Special Event Professional (CSEP)  
Online  
2016
- Fashion Certificate from Western Wisconsin University  
LaCrosse Wisconsin, USA  
2010

## Languages:

- English: Native
- French: Fluent
- Spanish: Basic

## Interests:

- Black and White Urban Photography
- Tech/Home Automation
- City and Trail Biking
- History
- Meeting People
- World Travelling

## References:

Personal:

Robert Crosby - Friend for 13 years

+01 (510) 410 5599

Paul McDonnell - Friend for 7 years

+01 (212) 794-1196

Professional:

Vivian Ramirez - Former Manager at xAd

Veryvivian21@gmail.com

+01 (646) 642-5482

Surawut Saiphet - Former Graphic Design Client at Nougatine

Paulsaiphet@icloud.com

+01 (415) 627 7117

You can learn everything you could possibly want to know about me, including my skills, experience and education on my website [ShaiLysk.com](http://ShaiLysk.com)