

Shalhavit Simcha Cohen

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Education

University of Edinburgh, Scotland, UK May 2021

Doctor of Philosophy in Clinical Psychology (expected)

Thesis: "Researching Accessible Multimedia on Mental Resilience for Adolescents"

Harvard University, Cambridge, MA May 2017

MA in Digital Media Design with Honors

GPA: 4.0

Bar Ilan University, Ramat Gan, Israel May 2005

BSc in Molecular Cellular and Medical Biology

Honors & Awards

Edinburgh Global Research Scholarship Award (2018)

University of Edinburgh Principal's Career Development PhD Scholarship (2018)

Harvard Dean's List Academic Achievement Award (2017)

Harvard Derek Bok Public Service Prize (2017)

Professional Experience

CEO, Wellbeing Festival

PosiFest (2019-Ongoing)

- Directed online festival for worldwide audience during Covid19 quarantine
- Enrolled and managed large team of professionals and postgraduates curating event
- Produced website, music videos, logo, posters, and marketing tools
- Hosted daily live interviews, shares and lectures on multiple online platforms

Research Fellow, Online Engagement

Harvard University (2015-2018)

- Surveyed and compiled effective teaching methods for hundreds of courses
- Translated the findings into a novel tool for professors to enhance class engagement
- Coordinated projects and video for Prof Chris Walsh's *TEDx*
- Teaching Fellow for CSCI E34 User Experience Engineering

Online Course Designer

Massachusetts Institute of Technology (2013-2015)

- Pioneered Massive Open Online Course "MIT Entrepreneurship 101"
- Prototyped new styles of educational video, including drama, dialogue, and comics
- Conducted feedback interviews with 213 students from 51 countries
- Co-Founded blended learning venture "MITx Global Entrepreneurship Bootcamp"
- Generated revenue of more than \$148,000

Creator, TV Show Host

Harvard University (2007-2011)

- Produced educational video series for Sharon and Cambridge Community TV (SCTV, CCTV)
- Garnered the attention of Harpo and MTV to air show on their networks

Project Director, Research Assistant

Professor Tal Ben-Shahar (2007-2009)

- Managed projects introducing *Positive Psychology* to the Israeli military and in high schools
- Translated lectures from Harvard's Happiness course to Interdisciplinary Center Herzliya
- Designed website and coordinated adoption of the course in France and China
- Developed extension of course for religious organizations in Israel
- Directed translation and publishing process of international bestselling book *Happier*

Public Service

User Experience Designer **Prepify** (2018)
Conducting UX research for free app helping low income students prepare for college

Actress **Different Faces Different voices Film Festival** (2016)
Different Faces Different Voices film festival winner Super might

Founder and Producer **Mental Fitness** (2009-ongoing)
Delivering Positive Psychology Free Workshops at Harvard Hillel and local organizations
Youtube blog and local Television series (SCTV, CCTV) repackaging mental resiliency research

Facilitator and Keynote **One Billion Rising** (2015-2016)
Interactive exhibit facilitator, community building, leading safe space dance festival

Educational project director **United Nation's UNESCO** (2013-2016)
Collaborative Interactive Exhibit Artist and performer, promoting body diversity

Coordinator **Harvard University Theatre** (2015)
Recruiting for UNESCO's Director Guila Clara Kessus of Eli Weisel's World Premier Event

Producer **Harvard University** (2009-2012)
Happifying Harvard: executed projects aimed to promote student & public well being

Invited talks

Commencement Keynote – Springfield Commonwealth Academy (2018)
Featured Speaker - Multi-service Eating Disorder Association (2018)
Keynote Speaker - Israeli Ministry of Education (2017)
Keynote Speaker - One Billion Rising Pensacola (2016)
Keynote Speaker - Hadassah 100-year kickoff event (2014)
Guest lecturer - Baruch College of NY, Tufts U, MIT, Harvard-Smithsonian, UVM (2007-2016)

Certificates

Harvard Women in Business - Associate, one-year training program (2010)
Miss Fitness of Israel 2011 - *Fitness Competition*, Proportions and Aesthetics Category (2011)
Presentense Institute - *Intern*, Incubator for Social Entrepreneurship (2009)
Sadie Rennert Women's Institute for Torah Studies - *Scholar Resident* (2007)
The National Nature Reserves - *Certified Tour Guide* (2001-2008)
The Jewish Agency of Israel - *Certified Educator* (2001- 2006)

Skills

Languages: Fluent in English and Hebrew (MT)
Software: Final Cut 7/X, Movie Maker, Excel, GarageBand, Picasa, Canvas, Ableton
Social Media: Public figure & Vlogger: Facebook, YouTube, Twitter, LinkedIn, Google+, IG
Visual Arts: Design, video, photography crafting, fine arts, logo illustrations for 10+ agencies
Model: Crowned "Miss Fitness Israel 2011" and featured in international news outlets
Performance Arts: Acting, dancing, and featured on IMDB for *Super Might* (2016), *Lady in White* (2013), *Radial Blur* (2013)
Musician: PsyPop& PosiPop music videos on wellbeing, aired Spotify & Apple Music (2020)