

# GABI BAR-HAIM

## COMMUNICATIONS & NARRATIVE STRATEGIST

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### SUMMARY

*For more than two decades, I've sat across from Israel's top decision makers, looking them in the eye and getting them to say the thing their media advisor told them not to say. That toolkit, equal parts investigative rigor, narrative architecture, and psychological insight, is what makes strategic narrative work for companies that need to be both understood and remembered.*

### PROFESSIONAL EXPERIENCE

#### **Narrative Strategist & Communications Consultant**

2019 – Present

*Independent*

- Built thought leadership and keynote frameworks for C-suite executives and senior policymakers.
- Ghostwrote a bestselling nonfiction book (under NDA) and a recurring food column for a chef.
- Defined brand identity and voice for international consumer and lifestyle brands, including Lalin, AKAL, Julian 6, and Babyland.

#### **Senior Journalist & Editorial Strategist**

2010 – 2026

*Yedioth Ahronoth Group · 7 Yamim · 7 Leilot · The Weekend Supplement · 500K+ weekly readers*

- Conducted investigations that triggered Knesset committee hearings (Iron Dome health investigation, 2021) and predated Israel's MeToo reckoning by nearly a year (Chaim Yavin investigation, 2016).
- Developed a proprietary interview methodology built on HUMINT principles: mapping the defense patterns of high-profile subjects to navigate past rehearsed messages and reach the core story beneath.
- Synthesized large data sets, from independently reconstructing medical exposure data to mapping legal architectures of tax evasion, into narratives that drove court rulings, parliamentary debate, and national policy conversations.
- Directed full-scale projects across legal, creative, editorial, and PR teams, holding narrative control under tight publication deadlines.

#### **Editor & Digital Channel Manager**

2004 – 2010

*NRG · Maariv Group*

- Built NRG's lifestyle channel from scratch and led 17 writers and production staff through a period that produced 23% audience growth in unique visitors.
- Developed and executed branded content partnerships with companies including Sugat and Puma.

#### **Copywriter**

2002 – 2004

*Eliakim Regev Advertising*

### SKILLS

**Narrative & Strategy:** Strategic narrative · Brand storytelling · Executive communications · Thought leadership · Ghostwriting

**Research & Analysis:** Investigative journalism · HUMINT interviewing · Market research · AI-assisted research and tooling

**Leadership:** Cross-functional team management (17 reports) · Multi-stakeholder project direction · Editorial budget management

**Languages:** Hebrew (native) · English (native-level fluency)

### EDUCATION

B.A. Film, Television, and Musicology, Tel Aviv University · Dean's List