

AVIV GETRAIDMAN

SOCIAL MEDIA MANAGER

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📍 Hashulamit 4 , Or Akiva, Israel

ABOUT ME

Social media marketing specialist with extensive experience in planning and implementing marketing strategies. Passionate about leveraging technical knowledge and creativity to drive brand growth and customer engagement.

EDUCATION

AUDIO ENGINEERING

Pluto Studios & Shenkar, Tel Aviv, Israel
2016

Audio engineering, electronics, and music production studies (2 years).

BACHELOR OF SCIENCE

Open University, Israel
2027

Computer Science student (currently).

SKILLS

Creative and data-driven

Graphic design and video editing skills

Technical and analytical skills

Customer Service

Audio engineer with vast industry-specific knowledge

Languages: Hebrew, English

WORK EXPERIENCE

HEAD OF SOCIAL MEDIA | Waves Audio | Jun 2020 - Jan 2024

As Head of Social Media, I played a crucial role in the marketing department raising brand awareness, visibility and engagement across multiple social media platforms, and building data-driven social media strategies, based on analysis and aligned with the company's overall objectives.

My responsibilities included overall content management, content creation and planning, as well as collaborating with other content creators and influencers. Additionally, I fostered collaboration with various teams within the company, such as graphic designers, video producers, product marketing managers, and more. I effectively managed a team member responsible for social support, social listening, comment & sentiment tracking, and post-scheduling, as well as a few additional tasks required for the daily and weekly routine. Furthermore, I actively contributed to our paid online marketing efforts, spanning email marketing, SEO, ad creation, targeting, remarketing, and lead generation campaigns.

DUTY MANAGER | Microsoft | Mar 2020 - Jun 2020

My responsibilities included initial screening to determine the severity/relevant process per issue, as well as cross-team collaboration with leaders and advisors to find the optimal support course. As a DM, I worked with high-end enterprise customers and top Microsoft partners on all ongoing critical Premier tickets and prioritized the tickets with global support teams and TAMs worldwide.

TECHNICAL SUPPORT SPECIALIST | Waves Audio | Sep 2017 - Aug 2019

As a Technical Support Representative, I delivered expert technical assistance to customers, resolving software issues in Waves Audio's products (over 250 products), and offering guidance on product usage, installation and management. With a focus on customer satisfaction, I maintained a strong track record of exceeding performance metrics while actively contributing to product enhancement through feedback and collaboration with internal teams. Managed the live support team, handling the highest-level and most time-urgent cases.

FREELANCE AUDIO ENGINEER | Freelance | Jan 2015 - Sep 2020

Freelancer, various audio engineering jobs: recording, mixing, mastering, live sound, acoustic consultation & design, recording courtroom discussions, and more. Co-founder and owner of the former "Spiral Studios" recording studio complex in Tel Aviv.