

WILLIAM BRODY

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Profile

Focused on detail to achieve the big picture. Extensive experience and skill sets to ensure the task at hand provides a positive impact on the customer's goal and experience.

Work experience

Social Media Engagement/ Sales Marketing

04/2019 – present

National Auto Parts Inc., Knoxville, TN, USA

- Currently building web presence from the ground up.
- Creating new web design for image growth.
- Improving SEO optimization.
- Face-to-face and phone sales with customers.
- Providing excellent customer service to build loyal customer base.

Social Media Specialist

04/2017 – 02/2019

Payoneer, Petah Tikvah, Israel

- Led team of 4 collecting user research data to find our product's weak spots and improve usability.
- Organized event campaigns to increase web exposure.
- Managed image and exposure on social media platforms.
- Launched online advertisements.
- Decider for posts and blogs shown on channels.
- Webinar mediator for partners and guest speakers.

Account Specialist

09/2016 – 04/2017

Payoneer, Petah Tikvah, Israel

- Evaluating accounts for fraud and high risk activity.
- Handling the approval and transfer of funds in client accounts.
- Reporting and resolving issues associated to product platform.
- Direct communication with accountholders, maintaining the health of their account.

Social Media Manager/Event Planner

02/2015 – 07/2015

Mindspace, Tel Aviv, Israel

- Formed competitor analyses in UK and Berlin. Resulting in locations opening in both.
- Organized and implemented image strategy on social media platforms.
- Coordinated networking events.
- Editing website content.

Education

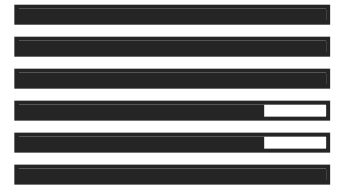
B.S. General Business 08/2010 – 12/2014
University of Alabama, Tuscaloosa, AL, USA

Hebrew 10/2015 – 03/2016
Ulpan Etzion, Be'er Sheva, Israel

Skills

Industry Knowledge

Social Media
Strategic Planning
Project Management
Content Management
Advertising
Sales



Tools

Microsoft Office
Microsoft Excel
CRM software (Oracle, Backoffice)



Interpersonal

Communication
Customer Service
Management



Extra-Curricular

University Representative 2012
AIPAC-Saban, Washington, D.C., USA

- Attended political conferences and workshops discussing America and Israel's economic/political relationship
- Ability to interact with Washington, D.C. policy makers, Middle East experts and AIPAC leadership development professionals.

Homes for Humanity, Tuscaloosa, USA 2011

- Volunteered rebuilding houses after the 2011 tornado disaster.

Social Media



@WillBrody