



# Katya Nudnov

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 054-750-6207

## About me

An energetic and creative individual, with over seven years of experience in initiation and management of international and cross-organization projects in various industries. Highly motivated and eager to learn, a people person with a can-do approach, highly effective team player, and independent worker.

## Achievements

- Leading and completing company's rebranding
- Product management and launching of CMS
- Managing "Paperless Office" project
- Design and implementation of IVR system
- Standardization of exported products by the SII
- Planning and production of seasonal Fashion photoshoots and catalogues

## Skills

Microsoft Office, Elementor, WordPress, Priority, Adobe Acrobat Pro, Canva, Google Analytics, Google Search Console, SEM Rush, Screaming Frog, Agile, Kanban, Scrum, Confluence, Jira

## Languages

Hebrew – mother tongue  
Russian – mother tongue  
English – very high proficiency

## Work Experience

- 2021  
2019 **ST Engineering Telematics Wireless**  
Marketing and Administration Projects Manager
- 2019  
2015 **Israel Discount Bank**  
Office Manager, Head of Corporate Banking Division
- 2015  
2014 **Israeli Metal Supply Company Ltd (Tseitlin Group)**  
Business Development Manager and CEO Assistant
- 2014  
2012 **D&B International (Tseitlin Group)**  
Operation and Administration Manager
- 2012  
2010 **Bezeq**  
Business Telephony Customer Retention Specialist

## Education

- 2022  
2020 **Peres Academic Center**  
Master of Business Administration and Marketing
- 2020 **Koalix College**  
Wordpress and SEO
- 2020 **Google Digital Garage**  
Digital Marketing
- 2019  
2015 **Tel Aviv University**  
Bachelor of Arts in Linguistics and American Studies
- 2014  
2013 **Ramat Gan College**  
Business Management and Marketing Certificate
- 2012  
2011 **Ramat Gan College**  
Advertising and Marketing Management Certificate

# Work Experience

- Mar 2021 ○ **Marketing and Administration Projects Manager at ST Engineering Telematics Wireless:**
- Feb 2019
- Product management of the company's CMS–Bright City 2.0, including among other things: generating product branding and design, UI and UX planning, managing backlog and analyzing sprints for Development and QA departments, training employees and creating a user guide for the final clients (B2B).
  - Generating a marketing strategy for entering a new market (the United States) and leading the company's rebranding, including: planning, designing and carrying out structural changes, managing the procurement process, migration and rebuilding of the company's website, etc.
  - Managing the company's PR in collaboration with an American PR company, including: press releases, international exhibitions, printed and digital promotional materials.
  - Handling all administrative matters, including managing the receptionist, business trips, working with various departments such as Finance, Operations and Procurement, HR, Development, Engineering and IT, including implementing the IVR system.
- Jan 2019 ○ **Office Manager, Head of Corporate Banking Division at Israel Discount Bank:**
- Aug 2015
- Producing conferences for employees and clients, organizing team-building events, tours, lectures for general knowledge, etc.
  - Managing the division's information and cyber security – planning and giving various coursewares, supervising the proper use of the computing equipment according to the bank's security regulations and coordinating lectures on the topic.
  - Leading a "Paperless Office" project for cutting paper usage and managing the division's digitization.
  - Managing the division's marketing activity – planning and managing sales promotion products, designing printed and digital promotional materials, buying gifts for clients etc.
- Jun 2015 ○ **Business Development Manager and CEO Assistant at IMSC Ltd. (Tseitlin Group):**
- Jan 2014
- Starting a new firm, including registering it as required, opening bank accounts, recruiting employees, managing the company's motor pool, etc.
  - Conducting market researches, generating a branding strategy and marketing plan.
  - Managing the company's PR – designing the company's website, creating and managing connections with other companies for future collaborations, etc.
  - Deepening the relationship with the company's clients (B2B) by managing after-sale processes alongside the salesperson and liaison between the client and production facilities during the whole project.
  - Working directly with the Standards Institute of Israel to authorize the company's imported products.
- Dec 2013 ○ **Operation and Administration Manager at D&B International (Tseitlin Group):**
- Mar 2012
- Office managing on day-to-day basis, including working with the bookkeeping company, banks, vendors and service providers, international shipping companies, customs, the company's offices and factories in Russia, China and Turkey and managing the procurement process.
  - Managing the whole catalogue creation process – planning, producing and managing fashion shoots for seasonal collections, recruiting professionals, finding locations, coordinating shipping of company merchandise and renting required equipment.
  - Managing HR matters and employee welfare, planning business trips, organizing team-building events, etc.
- Mar 2012 ○ **Business Telephony Customer Retention Specialist at Bezeq International**
- Apr 2010