

DAR PELTA

👤 January 4, 1994 | 📞 (052) 731 22 | ✉️ Darpelta@gmail.com | 🌐 www.linkedin.com/in/dar-pelta



TECHNICAL SKILLS

Analysis & Databases

SQL, Data Structure, Regression, statistical analysis

Programming

JAVA, Python, RStudio, Visual Basic (VBA)

Data Management Platforms

Excel, Power Point, Word, Monday.com



EDUCATION

10/ 2017- 8/ 2021

Ben Gurion University of the Negev

Bachelor of Science in Industrial and Management Engineering, Be'er Sheva, Israel.

9/ 2009- 8/ 2012

Makif Yehud High-School GPA:110

Majored in Physics, Robotics, Mathematics, and English, Yehud, Israel.



EXPERIENCE

7/2018- 9/2019

Market Research Analyst

Infinity Labs R&D, Matrix, Be'er Sheva, Israel

- Identified, analyzed, and executed new and potential products, services, market, and advertising opportunities.
- Collected and analyzed data on established prospective customers, marketing channels, and sources.
- Prepared reports that interpret consumer behavior, market opportunities and conditions, marketing results, trends, and investment levels, using A/B Testing on Excel.
- Converted Data into actionable insights by predicting and modeling future outcome.

4/2018- 7/2018

HR Recruiter

Infinity Labs R&D, Matrix, Be'er Sheva, Israel

- Technical knowledge and experience of HR best practices in performance, management, recruitment, compensation, policy/procedure development etc.
- Analyzed an average of 150 resumes per day of human capital data to identify business improvement opportunities.
- Organized career fairs, using public speaking abilities for presentations in front large live and online customers.
- Strong business acumen with ability to quickly understand business strategy and HR implications.

1/2017- 12/2017

Digital Campaign Manager

Plural Media Digital Tel-Aviv, Israel

- Managed and optimized PPC campaigns on Facebook (Leads, App Installs & e-commerce).
- Conduction ROI analysis and constant exploration of new platforms and traffic opportunities.
- Created creative content and fulfillment of online paid bilingual campaigns on Facebook and Instagram.
- Managed customers digital budgeting and execution of potential procurement of advertisement of \$20,000 per client.



MILITARY SERVICE

8/2014- 1/2016

Operation and Technical Officer

Israeli Air Force (First Lieutenant), Israel

- Management of 13 soldiers, on twenty-four hours' shifts.
- Responsibility of 3,000 end-users of technical systems.
- Professional and Technical pivot in the system's operation.
- Led developers team on improvement of capabilities and accessibilities of the AIF classified system.

1/2013- 8/2014

AIF Operation Sargent

- Multi-tasking of aviation operating war room working under highly pressured environment.
- Led a team of 5 female operating Sargent in 12/hr Shifts.
- Excellency Honor from AIF Brigadier-Commander.



ACCOMPLISHMENTS

10/2019- Today

Pa'amonim Volunteering Organization

Guidance of families and individuals through the process of financing their household, to achieve balance, integrity, and responsibility. Overseeing and managing 10 other volunteer

11/2017- Today

Forum 20-80 - Knowledge Management specialists

A Non-Profit Organization for IEM students at BGU, which aims to promote the students' professional skills. The scrum master of the organization, using Monday.com. Organization of events and activities of 200-300 students. Responsibility for the Annual Case Study Event- collaborated with Intel.

10/2016- 8/2017

Israeli Scouts - Instructor

Special qualification as instructor for young adults and children and responsibility of 60 students of 10th grade. Organization of educational and social values activities and on-going trips.



LANGUAGES

- English- Excellent in speaking, Very Good in writing.
- Hebrew- Fluent in writing and speaking.