

NATALY RUBIN

CDO - Chief digital officer

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📍 Ramat-Gan



Experience

CDO - Client side | Fashion company

2022-2023

Building a digital strategy for the brand and its implementation - the E-COM website and over 40 branches nationwide.

Managing and maintaining all digital assets - performing website optimization (SEO) while optimizing the user experience and increasing conversion rates, creating audiences, implementing optimization systems for improvement, meeting KPI goals for the website and the entire network, managing content, creating and managing data.

Managing brand and performance campaigns (PPC) with budgets of 100K-300K NIS.

I was managing the company's service club and building a relationship - website, and branches.

Managing a marketing automation system and sending SMS and newsletters to customers according to segmentation.

CDO - Agency side | twisted

2021-2022

Working with major clients such as YAMAHA & Bar-Ilan University. Planned and executed strategies by client's needs and purposes and with significant budgets of 500K-1M per month.

Optimization, management, and analysis of digital activities, media buying, and advertising spaces.

Marketing manager | flyeast, nehota tours, global remit

2019-2021

Strategized, developed, and managed paid digital marketing of all digital assets, through market research and target audience analysis. Managed and optimized E-COM websites, organic promotion (SEO) and PPC campaigns, with continuous content creation, landing pages, banners, automation processes, customer journey management, monthly newsletters, daily management of social media pages, and implementation of tracking tags and measurement goals.

Education

BA degree in business administration & marketing

MLA - Center for Academic Studies | 2017

Master in Digital Marketing

New Media College | 2021

Full stack web development student

Hacker-U College | 2022

Programming languages

- CSS
- HTML
- JS

Skills

- Business manager, FB Ad, Flashy, Weezmo.
- CRM, Pop Up, Landing Page, Canva, Office.
- Marketing Automation.
- Hotjar, Semrush.
- Monday.
- Google ads, Analytics, Tag Manager, Search console, Data studio, tabula, out brain.
- WordPress, wix, Log-Net.
- CMS, Elementor.
- Active Trail, DV360.
- Excel, PP, Word.

About me

Analytical, technical, creative, broad vision while paying attention to the small details, strategic and executive, organized, verbal, excellent human relations, and Presentation skills.

Hobbies - extreme sports. Surfing waves field rifles | football | running and more

Language

Hebrew



English

