NEOMI ANIKIN



B.A. Student in Business management

Information Systems Analysis

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- Or Yam, Israel





C#

SQL

HTML

JavaScript

PROFESSIONAL

EXPERIENCE

2021

2023

• Content & Communication: Editing, copywriting, proofreading.

- Digital Tools: Canva, Adobe Photoshop, Microsoft Office.
- Systems & Technology: Requirements analysis, UX wireframing (basic), familiarity with CMS.
- Marketing & SEO: Social media management, content optimization.
- **Soft Skills:** Strong communication, independent learning, multitasking.
- Languages: Hebrew (Native), English (Fluent), Russian (spoken only).

Content Editor & Assistant to the CEO

Htzone – Digital Benefits Platform | 2021–2023

Created and managed product content pages.

- Edited visuals for marketing materials (Photoshop, Canva).
- Translated technical documentation (EN→HE).
- Provided direct support to the CEO in multi-role capacity.

2018

Customer Service Shift Leader Retail/Service Industry | 2018-2020

2020

- Supervised and trained representatives.
- Resolved escalated client inquiries.
- Delegated tasks and ensured service standards.

EDUCATION

B.A. in Business Administration

2022-Present | Ruppin Academic Center.

Specialization: Information Systems Analysis & Management.

- Content Writing & SEO Projects Optimized website content for organic reach.
- Personal Portfolio Website Built a responsive and accessible portfolio site using HTML, CSS, and JavaScript, featuring interactive DOM-based elements, forms, and cross-device support.

PROJECTS

FREELANCE

WORK

LANGUAGE

- Hebrew
- English
- Russian