

# ELIAV MENDELSON

## Full Stack Developer with a strong background in digital strategy and UX.

Skilled in React, Node.js, TypeScript, MongoDB, SQL, Git, and cloud deployment (Vercel, Firebase, AWS).

Experienced with REST APIs, GitHub Actions, Figma, and building scalable, user-focused web apps.

Brings a creative mindset, business awareness, and hands-on technical skills to every project.

### What did I learn?

2025

**John Bryce**

Full Stack Web Development Program

2009 -2012

**BFA, Cinema & Screenwriting**

School of Art, Sapir Academic College

2007 - 2008

**Copywriting & advertising studies**

"Habetzefer", Israel's Advertising

Agencies Academy

### IMPACT ACCOMPLISHMENTS

2014

Established the first IN-HOUSE content department at the Israeli AD industry

2017

Won the Platinum & Gold Effie Award (Israel) for KLIK chocolate (Unilever)

2018

Won the Silver Effie award (Israel) for AM:PM largest urban mini-market chain in Israel

### In which Language?

Hebrew - Mother tongue

English - Excellent and Fluent.

Russian – good

### What I did in the Army?

Staff sergeant, Israel Defense Force (IDF),  
Special Forces

**IDF Disabled veteran**

### Let's talk

☎ 050-8554308

✉ Eliavman@gmail.com

in [Eliav Mendelsohn](#)

f [Eliav Mendelsohn](#)

📷 [@pizzacrustcore](#)

### Work Experience

#### Digital Marketing Manager

Domino's Israel

2023-7.2024

- Led end-to-end UX/UI redesign and development of Domino's new eCommerce website and mobile app
- Managed complex digital projects with multiple stakeholders: in-house teams, dev partners, and external agencies
- Oversaw full-funnel performance marketing campaigns (Google Ads, SEO, GDN, Taboola, Outbrain, social media)
- Built and optimized CRM automation flows to increase retention and user lifetime value
- Delivered actionable insights and KPIs to the CEO and CMO using BI tools, Google Analytics, and AppsFlyer
- Supervised a multidisciplinary digital team (SEO, content, media) and fostered cross-functional collaboration

#### Digital Marketing Manager

Caesarstone LTD

2017 - 2023

- **Led global digital initiatives**, aligning website development and KPIs with strategic business goals
- **Directed end-to-end online marketing activities** to support brand growth and market expansion
- **Built data-driven CRM funnels** to improve customer acquisition, engagement, and retention
- **Developed creative go-to-market strategies and brand storytelling** for key product launches
- **Managed integrated digital campaigns:** SEM, SEO, GDN, native content (Taboola, Outbrain), and social media
- **Ran retailer-focused workshops** to drive adoption of digital tools and new sales channels
- **Created innovative promotional concepts** to boost global demand and brand visibility

#### Head of Content & special account supervisor

Great Digital Partners - Advertising agency

2013 - 2017

- Established an IN-HOUSE content department & studio
- Managed over 25 social-media-pages for the biggest brands in Israel
- Creating brand story lines, content & media strategies for all the agency's clients
- Managed a versatile team consisting of art directors, photographers & writers Digital Marketing Manager
- Provided creative direction for 8 social media managers
- Account supervision for leading international brands in the domestic Israeli market: NIKE, eBay, BSH & AM:PM
- Crisis management on social media