

ELIAV MENDELSON

Swiss Army Knife of Marketing, Product & Development

A multidisciplinary professional with over a decade of experience across marketing, product, and development. Known for seamlessly connecting strategy with execution, identifying what matters most, and delivering measurable results. Combines creative thinking, technical fluency, and business acumen — all with the versatility of a Swiss Army knife.

What did I learn?

2025
John Bryce
School of Art, Sapir Academic College

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

Let's talk

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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