

# ELIAV MENDELSON

## Digital Marketing Manager & Strategist

Over 10 years of proven experience driving results through innovative, data-driven strategies across global markets.  
Collaborative team player with a strong focus on delivering impactful solutions and fostering international growth.

### Work Experience

#### Digital Marketing Manager

Domino's Israel

2023-7.2024

- **Oversaw all online marketing activities**, ensuring cohesive strategy and execution
- **Designed and implemented data-driven relationship marketing funnels**, enhancing customer engagement and retention
- **Led UX/UI and website development** for the new Domino's eCommerce platform and app, improving user experience and conversion rates
- **Supervised digital advertising campaigns**, including Google SEM, SEO, GDN, and content promotion (Taboola, Outbrain), as well as social media ads
- **Optimized online sales performance** and provided daily reports to the CEO and CMO using BI tools, Google Analytics, and AppsFlyer
- **Managed a digital team**, comprising an SEO and content manager, along with an advertising and media agency, fostering collaboration and growth

#### Digital Marketing Manager

Caesarstone LTD

2017 - 2023

- **Managed key Global HQ projects**, focusing on global KPIs and website development to ensure alignment with corporate objectives
- **Directed all online marketing initiatives**, ensuring alignment with business objectives and maximizing impact.
- **Created and executed data-driven relationship marketing funnels**, significantly improving customer acquisition and loyalty
- **Developed innovative go-to-market and storytelling strategies** for new product launches, enhancing brand engagement
- **Supervised digital advertising campaigns**, including Google SEM, SEO, GDN, and content promotion (Taboola, Outbrain), as well as social media ads
- **Facilitated customer workshops** to inspire and empower retailers in creating and promoting new sales channels
- **Generated demand by thinking outside the box**, designing creative promotional strategies for Caesarstone products

#### 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

#### Digital copywriter

Fogel Ogilvy - Advertising agency

2012 - 2013

#### Social media & content copywriter

Havas Blink – Social media & content agency

2012

### CORE COMPETENCIES

- Digital Marketing & strategy
- Creative & content management
- Data driven marketing
- Project management
- Team leader & player
- Excellent analytical skills

### 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 did I learn?

2009 -2012

**BFA, Cinema & Screenwriting**

School of Art, Sapir Academic College

2007 - 2008

**Copywriting & advertising studies**

"Habetzefer", Israel's Advertising Agencies Academy

### What I did in the Army?

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

### Let's talk

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