

- ✓ Passionate about the field of computing, with experience working with clients.
- ✓ Able to work independently and under pressure, drive teams and processes, learn rapidly.
- ✓ Responsibility, strong work ethic, creative thinking, and good interpersonal relations.

## Education

2021 - Present: **QA Course**, *Gal Matalon's College of Automation*

2019: **PPC Course**, *Digitalent, Inc.*

2018: **Graduate**, *Habezefer Advertising & Digital Agencies Academy*

- Course in Business Promotion on Facebook & social media.
- Course in Content & Community Management on social media.

2013 - 2016: **B.A. in Communications & Management, majoring in Media & Digital Advertising**, *The College of Management*

2000 - 2006: **Full Matriculation**, Mekif Gilo High School, Jerusalem

## Work Experience

2021: **Digital Marketing Automation**, *Bittech Advance Technologies Ltd.*

- Regularly managing outgoing marketing emails to the company's clients & leads, including daily, weekly, and monthly newsletters, popups, and push notifications.
- Working with **HTML & CSS** to update email marketing content.
- Managing tasks in **Jira**.
- Building client journeys and managing campaigns.
- Analyzing results and performing optimization and A/B testing.

2019 - 2021: **Digital Marketing Specialist - Freelance**, *Legendary Media*

- Managing SEO and PPC campaigns on Google, Facebook, and Instagram for clients' websites.
- Writing content and managing clients' social media on Facebook, Instagram, LinkedIn, YouTube, TikTok, and Pinterest.
- Writing and designing emails, including newsletters, magazines, and landing pages.
- Routinely managing clients' sites.

2017 - 2019: **Digital Marketing Specialist**, *Lotan Public Relations*

- Establishing the Digital Marketing Department, including writing policies and procedures.
- Writing content, performing sponsored promotion, and routinely managing clients' Facebook and Instagram pages.
- Managing additional social media pages, including on LinkedIn, Pinterest, YouTube, and SoundCloud.
- Writing & designing emails, including newsletters, magazines, and landing pages.
- Routinely managing freelancers.

**Media Consultant**, *Lotan Public Relations*

- Managing client accounts in a variety of fields: consumerism, architecture, design, culture, art, lifestyle, and sports.
- Transcribing recordings, including of strategies, studies, and meetings with clients.
- Organizing high-participation events for the clients' needs.
- Preparing press files for clients who have finished the campaign.

2016: **Media & Publicity Department Intern**, *The Israel Football Association*

- Covering football games, writing reviews, and submitting them for editing to the Publicity Division Deputy.

- Managing conversations and answering questions on the association's Facebook & Instagram pages.
- Conducting telephone interviews with coaches & players and preparing articles for the association's website.
- Collecting information from football team managers and publishing it for the public.

### Military Service

**Armory Manager**, 55<sup>th</sup> Battalion, IDF Artillery Corps

### Tools & Technologies

Microsoft Office, Zoom, Canva, Gimp, Photoshop, Google Analytics, Airtable, Smoove, Active Trail, RavMeser, Sendmsg, InforUMobile, Sendinblue, Solitics, SendGrid, Acoustic, WordPress, Wix, Dropbox, Zapier, Google Drive, Google Sheets, Google Forms, Slack, Google Ads

### Languages

**Hebrew** – Native | **English** – Very good | **French** – Very good

*\*Recommendations available upon request.*