

# RONI TWITO

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github



linkedin



portfolio

## SUMMARY

Computer Science graduate with a strong foundation in both software engineering and business strategy. Built and led the development of Smarketing, an AI driven marketing automation platform that transforms raw business data into live Google Ads campaigns and conversion optimized landing pages. Experienced in designing end to end systems - from backend architecture and APIs to data driven decision flows and user facing interfaces.

## EXPERIENCE

### Smarketing – Founder & Full-Stack Developer

Built an AI-driven SaaS platform that automates digital marketing for small and medium-sized businesses, from business onboarding to live Google Ads campaigns and personalized landing pages, developed and evolved over the course of a year.

Designed and implemented backend services, data models, and API integrations (Google Ads API), with a strong focus on automation, analytics, and scalability.

Led the product end to end - from system architecture and development to presenting the platform on Shark Tank Israel.

## EDUCATION

### B.Sc. in Computer Science

The College of Management Academic Studies | 2022–2025

Final GPA: 88

### B.A. in Business Administration

Peres Academic Center | 2019–2022

Final GPA: 90

### Complementary Self-Study (Udemy)

Full-Stack development , React , Node.JS , clean code , Git

## SKILLS

### Web development

- JavaScript / TypeScript
- React, Responsive UI
- Node.js & Express
- Rest APIs, Auth (JWT)

### programming languages

- Java , Python , C , C++
- Algorithms & data structures
- Clean , modular architecture

### Tools & Databases

- MongoDB (NoSQL) , SQL
- Git/Github , CLI , Linux basics
- Postman , Docker

## STRENGTH

**End to end thinker who translates abstract ideas into structured, production-ready systems.**

**Combines software engineering depth with business awareness, enabling fast decision making, ownership over complex products, and the ability to drive projects from zero to real world impact.**