





Personal details

 Shay Acoca

 shayacoca20@gmail.com

 053-3700551

 Jerusalem, Israel  
91000 Jerusalem

Skills

UI/UX Design

Full Stack Development

Campaign Management

Digital Marketing

Data Analysis

Customer Support

Languages

French

English

Hebrew

Hobbies

- Completed military service (2019–2022) – combat soldier and cook
- Digital innovation, e-commerce, UX/UI design, cooking and travel

Profile

Full-stack developer and dynamic digital marketing specialist with experience in UI/UX design, content creation and digital communication strategies. Skilled at bridging technical and creative domains by designing user-centred interfaces and building robust full-stack solutions. Currently enrolled in Full Stack Development at HackerU (November 2024 – January 2026). Passionate about innovation and delivering impactful digital experiences that enhance business performance.

Enthusiastic about new technologies and the digital sphere, I have strong experience in web development and digital marketing, mastering both front-end and back-end languages. Based in Jerusalem, I am driven to create innovative solutions that improve company performance.

Education

Full Stack Development

Nov 2024 - Jan 2026

HackerU, Jerusalem

Intensive training in full-stack web development covering the front-end (HTML, CSS, JavaScript, modern frameworks) and the back-end (Node.js, databases, APIs), integration and practical projects.

Diploma in Digital Marketing & Content Creation

Jan 2024 - Aug 2024

Institute of Digital Marketing, Online

Learning digital marketing strategies, content creation, storytelling and optimisation of online campaigns.

General High School Diploma

Sep 2016 - Jun 2019

ORT Betar Avraham School, Jerusalem

General high school diploma completed successfully, focusing on sciences and technologies.

Employment

Digital Marketing & UI/UX Designer

Oct 2023 - Jan 2024

Freelance, Jerusalem

• Designing content strategies and managing marketing campaigns on social networks.

• Designing intuitive user interfaces (UI) and smooth user experiences (UX).

• Managing brand and branding for various clients and projects.

• Performing performance analysis, optimizing campaigns and reporting.

• Collaborating with developers and graphic designers to deliver cohesive digital products.

Customer Service Advisor

Feb 2024 - Oct 2024

Bezeq, Jerusalem

• Provide quality customer support, addressing subscriber inquiries and technical issues.

• Ensure customer satisfaction through clear and empathetic communication.

• Diagnose and resolve incidents or guide customers to appropriate services.

• Participate in continuous training on new services and products at Bezeq.

• Collaborate with internal teams to improve service processes and quality.