

DORI MERON

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Languages: Hebrew/ English Fluent

PERSONAL SUMMARY

An experienced Digital Project Manager/ Account Manager with extensive knowledge expertise in managing digital campaigns and web build projects. Having a strong customer satisfaction record, vast experience in managing teams of developers, sales experience and a highly motivated and client- driven approach, I wish to empower and to be empowered and build a long- lasting career in a workplace that can be called home. I strongly believe that building meaningful relationships and improving communication between team members are key factors to creating an efficient and collaborative team environment.

SKILLS AND KEY STRENGTHS

Digital Marketing Specialist (SEO, PPC, Social, Display, EDM), Web Development, Content Management, Marketing Automation Marketing Cloud, Agile & Waterfall Mythologies Proficiency, System Dynamics, Creative, Hard Working, Loyal, Interpersonal Communication, Goal Oriented, Experienced Public Speaker, Vocalist/Guitarist

SOFTWARE PROFICIENCY

Digital Marketing

Google Analytics | Google Search Console | Google Tag Manager | Google Ads | Dynamic Display Advertising | Business Manager | Facebook Pixel | Magento | Shopify | Agency Analytics | Report Garden | Schema.org | Structured Data | Data Studio | Hubspot | Moz | Keyword Planner | Salesforce | SEMRush | Ahrefs |

Project Management

Jira | ToggI | Harvest/Forecast | TeamWork | GitHub | Slack | Asana | Trello | Basecamp 2 & 3.

Proficient in various CRMs and in Microsoft Suit

EXPERIENCE

Appscore

Project Manager

July 2018- December 2018

Originally established by former WME founders and staff, Appscore is a digital agency that specialises in app development, digital marketing, web development, design & UX and enterprise services. With offices in Australia, Hong Kong and Singapore, Appscore is one of the fastest growing digital agencies in Australia.

Digital PM/AM responsibilities:

- Managing over 15 projects and client accounts across SEO, PPC, Social Media and other areas of digital marketing.
 - Managing client expectations through the development of strategies to improve the performance of websites and user experience.
 - Regular Comprehensive and analytical reporting through Agency Analytics, Data Studio, Report Garden and more.
 - Creating content for Managing social media and PPC campaigns, including the editing of content for both static and responsive display ads.
 - High level of strategic thinking and understating of SEO, PPC, Social Media and web design:
 - Keyword research, content writing, A/B testing, tag manager, structured data & Schema markups and broad understanding of UX/UI elements.
 - Extensive experience working with WordPress, Magento 1 & 2, Shopify, Salesforce, WooCommerce, Weebly and more.
 - Using project management tools such as Harvest and Asana in order to meet milestones and deadlines by planning, scheduling and defining scope of work
 - Suggesting new strategies, defining goals and more than often helping clients beyond the scope of digital marketing in order to enhance success.
 - Consistently reporting to clients about performance on a weekly, monthly and quarterly basis.

App and web PM responsibilities:

- Managing over 12 web and app projects, in an Agile project management approach:
 - Assembling teams of developers and UX designers to meet the requirements of various projects.
 - Scheduling and creating detailed scopes of work and creating sprints based on well defined tasks.
 - Tracking the progress and performance of team members via Jira, Toggl, Harvest and other product development software in order to meet deadlines and budget requirements.
 - Enhancing communication and collaboration between team members in order to better avoid risks and potential blockers.

Key Achievements:

- Employee of the month award for the month of November 2018 in recognition of hard work and successfully managing multiple projects under pressure.
- 'Employee of the Week' award granted twice: during August and October 2018.
- Responsible for the planning and deployment of a large Telstra related project that affects thousands of tradespeople and small business owners.

23 Digital

Digital Project Manager

May 2017- July 2018

Managing multiple projects in digital marketing and client accounts for 23 Digital, a digital agency focused on web development, e-commerce and SEO.

- Managing over 30 projects and client accounts across multiple industries, from the initial meeting stage to advanced stages of the project.
- Building and nurturing long lasting relationships with clients.
 - Setting goals, managing budgets and developing strategies & marketing campaigns accordingly.
 - Consistently reporting to clients: generating status reports on a weekly basis and ranking & web traffic reports on a monthly basis.
 - Contacting clients and meeting them on a regular basis in order to assess progress and generate new strategies.
- Multitasking and working across SEO, PPC, Social Media and web design teams to conduct Keyword research, content writing, A/B testing, tag manager, structured data & Schema markups and improvements to UX/UI elements.
- Extensive experience working with large eCommerce clients across various platforms: Magento 1 & 2, Shopify, Salesforce, WooCommerce, Weebly and more.
- Vast experience with web analytics tools, including Google Analytics, Google Search Console, SEMRush, Ahrefs and more.
- Managing PPC campaigns, including the creation of ads for dynamic remarketing.
- Liaising between web developers, social media managers, copywriters and AdWords campaign managers in order to implement changes and new strategies and fulfil clients' requests.
- Providing business consultancy that goes beyond the scope of digital marketing: operations management, brand management and inventory control.
- Managing tasks through Asana, Trello & CoSchedule and Basecamp.

Key Achievements:

- One of the most profitable project managers, managing client accounts that generate over 500K, annually.
- Significantly increasing web traffic to key clients' websites and dramatically reducing bounce rates.
- Responsible for regular upgrades due to high client satisfaction.

Business Development Manager for Xap Technology at 23 Digital

Xap Technology, a subsidiary of 23 Digital, provides an end-to-end CCMS software solution and business platforms for early learning centres in Australia.

- Creating and expanding customer pipeline by identifying, prospecting and generating leads and business opportunities, via email, calls and face-to-face.
- Setting up and attending meetings with potential clients
- Providing product demonstrations to early learning centres' owners, directors and committee boards via face-to-face and webinar.
- Creating and managing content- promotional material, email templates and customer presentations, using content management systems
- Creating learning and training material, including sales scripts, product knowledge and product demonstration scripts
- Preparing business proposals and negotiating contracts.
- Providing product training for clients and staff.
- Working closely with Commercial Operations Manager and National Sales Director.

Key Achievements:

- Signing up 3 new clients within first month of employment.
- Conducting over 50 product demonstrations in the first 2 months of employment through managing a wide pipeline of leads
- Significantly improving follow-up methods by creating and managing content for the sales department

D2C Marketing

Brand Ambassador and Market Research

September 2016- May 2017

Some of D2C's clients include major brands such as Amazon and Jim Beam.

- Presenting new product lines for over 40 customers per day.
Filling in reports and surveys in order to collect valuable data and feedback
- Direct contact with store managers at bottle shops, JB Hi Fi and Officeworks

Arranging displays and selling points, including stock taking.

Merit Technology

Business Development Manager | Marketing Assistant

July 2015 - August 2016

Merit is an IT business providing best-of-breed software solutions, including CRM and Border Management Systems

- B2B sales: identifying and contacting potential customers through cold calls, emails and setting up meetings, included (INCLUDING?) creating and writing social media content and campaigns, market research and SEO to increase online presence.
- Account management - building and nurturing relationships with existing customers.
- Liaising with counsellors, CEOs and IT managers in various councils and companies across Australia and NZ in order to implement the Merit CRM. Assisting with tenders and related forms.
- Helping design the CRM for the purposes and functions of the marketing department.

Key Achievements:

- Responsible for signing Penrith City Council on a 3- year contract worth approximately \$105K AUD
- Lead generation increased from 5 to 27 cases in a duration of 2 quarters.
- Increasing online presence by 65% in the first 4 months of employment by creating and managing social media content

Clixie/Zoara

Account Manager

August 2013 - July 2015

Israeli/American company, based in Tel Aviv. Provides eCommerce platform to multiple clients and websites.
Working for Zoara.com, a leading online luxury jewelry retailer

- Inbound B2C Sales: Communicating through email, chat and phone with a broad customer base.
- Handling over 150 lead, billing and customer complaint cases per day.
- Training new employees by providing both practical and theoretical knowledge.

Key Achievements:

- Continuously exceeding monthly KPI of \$30K USD- 400% in September and December.
- Highest diamond sold to single customer- \$75K USD.
- Increased returning customer rate by 54% in purchasing wedding bands.

Tindale

Sales| Merchant

March 2012- August 2013

Analysing data, building dynamic systems to forecast future sales, constructing sales promotion strategies. Liaising with store managers, suppliers, sponsors in 'Spotlight' stores in the Victoria area.

- Stock responsibilities, including the ordering and displaying of new product lines in the arts and crafts departments
- Constructing sales promotion strategies and communicating with sponsors.

Vodafone

Sales and Customer Support

August 2011 - January 2012

- Customer service responsibilities: signing contracts, billing inquiries, technical support, business inquiries and stock-taking.
- Liaising with clients, both in Australia and abroad, to ensure high quality service.
- Customer service for business customers and corporations.

- In charge of a 12-member executive committee and dealing with administrative responsibilities: accounting and finance, contact with university administration and university security.
- Direct contact with leaders in the Jewish community, state and federal politicians, Jewish organisation and youth movements.
- Organising social events on a weekly basis and executing large scale events.

EDUCATION

Digital Marketing Specialist Certificate 2016-2017
Simplilearn- San Francisco, CA

Master of International Business 2016
University of Melbourne- Melbourne Business School

Bachelor of Commerce 2011
University of Melbourne

- Internship for a non-profit energy company 'Kildonan'.
- Analytical roles involving entry level business consulting, finding business opportunities, data processing and market research

MILITARY SERVICE

Tank Commander in 401 Brigade- Israeli Defense Force (IDF) 2004-2007

Training including: Basic training, arms lessons, lessons in combat heritage, leadership seminars, fighting in urban areas, war week, field training and operational activities and intensive tank training.

REFERENCES UPON REQUEST