

Nadav Moskow

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Experience

Application Administrator – Foxit Software Inc.

Oct 2022 – Current

- Key Responsibilities:
 - Reporting to the CIO
 - Working closely with the CIO on strategy & budgeting
 - Managing usage of external SAAS apps (Asana, Zoom, Freshdesk), including a review of users - saved substantial money for the company
 - Working on Oracle NetSuite ERP Global roll-out
 - Assisting with interviewing for a product manager role
- Major Achievements:
 - Brought control of external software under IT, Asana, Zoom
 - Used Miro to document all current processes and possible improvements
 - Created multiple PowerApps:
 - For new employees on day 1 at the company
 - Organisation chart with the ability to search and view individual users

IT/IS-Sec Program Manager – Foxit Software Inc.

June 2021 – Sep 2022

- Key Responsibilities:
 - Reporting to the CIO
 - Process automation and improvement through the use of Power Automation
 - Global onboarding, offboarding & external data deletion requests
 - Privacy Inbox (data deletion) request monitoring & actioning
 - Managing the internal IT helpdesk (Freshdesk) and knowledge base including writing articles, creating videos, assigning tickets and generally staying on top of things and improving usage
 - Training in & starting to roll out Microsoft Endpoint (Intune) to be the global endpoint team lead
 - Writing and publishing global policies
- Major Achievements:
 - Utilised Power Automate & Freshdesk (amongst other tools) to automate multiple processes including both onboarding & offboarding for all new staff
 - Created the company's first proper org chart, utilising Visio and data from Azure AD

Digital Marketing Manager (SEM & Data Analytics) – Digital Autopilot

July 2019 – May 2021

- Key Responsibilities:
 - Taking new clients through onboarding and then onto campaign creation
 - Managing clients' Google accounts & implementing new techniques to improve results for client accounts
 - Engaging with clients, running meetings and presenting to clients

- Creating, designing and analysing client reports, mostly using Google Data Studio, however, we also utilised PowerBI, AgencyAnalytics as well as others
- Directly managed one staff member & indirectly another to assist them with their daily Google Ads tasks & SEO tasks respectively
- Major Achievements
 - Increased a repairs business from roughly 30 leads a month to over 200 using a suburb-based ads strategy
 - Doubled a beauty & wellness spa's leads & Revenue - [watch here](#)

Digital Marketing Manager – Digital Advocates Group

March 2017 – June 2019

- Key Responsibilities:
 - Managing clients' accounts & making necessary changes
 - Engaging with clients & running meetings
 - Implementing new techniques to generate increased quality traffic for clients
 - Creating and analysing client reports
 - Trained & nurtured two staff members in Google Ads specialists
- Major Achievements
 - Created a semi-automated Google sheet (with Google scripts) to keep track of all changes made to any of our clients on any given day
 - Created (and wrote a blog about) every suburb in Melbourne by distance and direction from the CBD - <https://www.digitaladvocates.com.au/list-of-melbourne-suburbs>

Primary School Aid Worker – Yeshivah College

January 2016 – December 2016

- Worked bi-weekly in a primary school, assisting in class and collaborating with teachers.

Youth Volunteer – Bnei Akiva Youth Movement

January 2015 – December 2016

- Weekly meetings to plan programs for kids on the weekend as well as for camps
- Facilitated weekly educational programs for approximately 30 children.
- Running informal educational programs on camps in both summer and winter

File Clerk – Goldman and Associates

March 2015 – December 2015

- Organising accounting files
- Printing & assisting with other office tasks
- Coordinating with accountants to achieve goals for clients

Skills & Tools

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| <ul style="list-style-type: none"> ● Microsoft Tech Stack: Power Automate, PowerApps, Azure AD, SharePoint, OneDrive, Forms ● ERP: NetSuite ● Google Suite: Ads, Analytics, Data Studio, GSuite, Sheets, Docs | <ul style="list-style-type: none"> ● Coding & Web Dev: Powershell, HTML, CSS, R, SQL, WordPress, Shopify, WIX ● Digital Marketing: Keyword Research, Report Creation, Data Analysis, Ad & Copy Writing, SEO, Facebook Ads, Bing Ads, Email Marketing, Blogging |
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- **Other Tools:** Monday.com, Asana, Miro, ClickFunnels, PPC Samurai,

AgencyAnalytics, Optmyzr, Active Campaign

Courses, Qualifications & Achievements

- Google Ads Certification;
 - Search, Shopping, Display, YouTube, Mobile
- Responsive Web Design (HTML & CSS) - [Free Code Camp Certificate](#)
- Designed and built my own [portfolio site](#)
- Won 3 cricket grand finals in 3 appearances

Education

Bachelor of Commerce | Deakin University | (2015 – 2019)

- Major: Economics

VCE | Yeshiva College | (2013)