

# Nadav Moskow

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## Experience

### **Digital Marketing Manager (SEM & Data Analytics) | Digital Autopilot (Merger with Digital Advocates) | (July 2019 – Current)**

- Daily tasks involve:
  - Managing clients' Google accounts & implementing new techniques to generate increased quality traffic for clients
  - Engaging with clients & running meetings
  - Creating and analysing client reports
  - Directly managed one staff member & indirectly another to assist them with their daily tasks
- Tools used:
  - Google Ads, Google Analytics, Google Suite, Google Data Studio, PPC Samurai, WordPress, Agency Analytics, Optmyzr, GTM, Facebook Ads Manager, Microsoft Office and more
- Google Certification in AdWords, Shopping, YouTube, Display & Mobile advertising

### **Digital Marketing Manager | Digital Advocates Group | (March 2017 – June 2019)**

- Daily tasks involve:
  - 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
- Tools used:
  - Google Suite, Microsoft Office, Google Ads, Google Analytics PPC Samurai, WordPress, Agency Analytics, Optmyzr, GTM
- Google Certification in AdWords, Shopping, YouTube, Display & Mobile advertising
- Creating a semi-automated Google sheet to keep track of all changes made on any of our clients on any given day

### **Primary School Aid Worker | Yeshivah College | (January 2016 – December 2016)**

- Bi-weekly working in a primary school assisting in class working in conjunction with the teachers and more specifically helping those kids who require extra assistance

### **YOUTH VOLUNTEER | BNEI AKIVA YOUTH MOVEMENT | (JANUARY 2015 – DECEMBER 2016)**

- Weekly meetings to plan programs for kids on the weekend as well as camps in both summer and winter.

- Running weekly meetings for children of varying ages
- Running programs on camps in both summer and winter

#### **FILE CLERK | GOLDMAN AND ASSOCIATES | (MARCH 2015 – DECEMBER 2015)**

- Organising accounting files
- Coordinating with accountants to achieve goals for clients

## **Education**

#### **BACHELOR OF COMMERCE | (2015 – 2019) | | DEAKIN UNIVERSITY**

- Major: Economics

#### **VCE | YESHIVA COLLEGE | (2013)**

## **Skills & Abilities**

#### **DIGITAL LITERACY & CODING - SEE MY [RESUME WEBSITE](#)**

- I am comfortable with any new program and find myself being able to adapt my skills very quickly through basic trial and error.
- Recently I have taught myself to code via freecodecamp.com I have just acquired the first certificate in HTML & CSS - [Free Code Camp Certificate](#)
- I have also started learning the basics in JavaScript, python and R

#### **FAST LEARNER**

- When it comes to new programs and tools, I find that I am quick to adapt and master them. I'm constantly looking for ways to best use any tools, programs, or gadgets

#### **LEADERSHIP**

- Having led within a youth movement for two years' leadership is second nature to me, having also been on multiple leadership seminars I believe I have all the tools necessary to assist in leading in any project
- At Digital Advocates I spent my last few months training two new staff members to bring them up-to-speed with Google ads and various other tools. I managed them for several months at Digital Autopilot until unfortunately Covid-19 forced us to let them go.

#### **OTHER SKILLS & TOOLS USED**

- Extensive Google Ads & Analytics knowledge
- High proficiency Google suite tools
- High Excel & Microsoft office proficiency
- HTML & CSS knowledge & basic knowledge of other coding languages (R, JavaScript)