

Nadav Moskow

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Experience

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

July 2019 – Current

- 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 spas' leads & Revenue - [watch here](#)

Digital Marketing Manager – Digital Advocates Group

March 2017 – June 2019

- 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 on 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

- 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 for camps
- Running weekly educational programs for roughly 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

- **Google Suite**
 - Ads, Analytics
 - Data Studio
 - Sheets, Docs
 - Tag Manager
 - And More
- **Microsoft**
 - Excel
 - Word
 - PowerBI
 - Bing Advertising
- **WordPress, Shopify, Wix etc...**
- **PPC Samurai**
- **Optmyzr**
- **Active Campaign**
- **ClickFunnels**
- **Digital Marketing**
 - Keyword Research
 - Reporting
 - Data Analysis
 - Report Creation
 - Ad writing & Copywriting
- **Web Design**
 - HTML
 - CSS
 - R
- **Other Experience & Exposure**
 - SEO
 - Facebook Ads Manager
 - Email Marketing
 - AgencyAnalytics
 - Blogging

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](#), it is still a work in progress
- Won 3 from 3 cricket grand finals

Education

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

- Major: Economics

VCE | Yeshiva College | (2013)