

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 managing 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
- 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

- 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 2 new staff members to bring them up-to-speed with Google ads and various other tools. Now at Digital Autopilot those 2 staff members work underneath me on a day-to-day basis

Other Skills & Tools Used

- High proficiency Google suite tools
- High Excel & Microsoft office proficiency
- Extensive Google Ads & Analytics knowledge
- HTML & CSS knowledge & basic knowledge of other coding languages
- Currently learning photoshop