

# Nadav Moskow

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## Experience

### **Application Administrator – Foxit Software Inc.**

*Oct 2022 – Current*

- Key Responsibilities:
  - Reporting to the CIO and working closely on strategy and budgeting.
  - Managed and maintained key business applications like Oracle NetSuite, Freshdesk, KnowBe4, Bitwarden, and M365, ensuring optimal performance, security, and user accessibility.
  - Design, implement, and optimise business system workflows and processes, working in close collaboration with stakeholders for continuous improvement.
  - Manage system enhancement projects, ensuring their timely and cost-effective completion in alignment with business goals.
  - Document system updates and processes, develop user manuals, and improve the Knowledge Base by creating and updating articles.
  - Foster cross-functional collaboration with IT and operations departments, ensuring business systems alignment and resolving issues.
  - Provide technical support to users.
- 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 one at the company
    - Organisation chart with the ability to search and view individual users
  - Ran interviews & selection processes for multiple IT/IS roles

### **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

- Created a new (Test) Azure environment for employee SSO and app testing

### **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

- **Microsoft Tech Stack:** Admin Centre, Power Automate, PowerApps, Azure AD, Endpoint/Intune, SharePoint, OneDrive, Forms
- **ERP:** NetSuite
- **Google Suite:** Ads, Analytics, Data Studio, GSuite, Sheets, Docs
- **Coding & Web Dev:** Powershell, HTML CSS, R, SQL, WordPress, Shopify, WIX
- **Digital Marketing:** Keyword Research, Report Creation, Data Analysis, Ad & Copywriting, SEO, Facebook Ads, Bing Ads, Email Marketing, Blogging
- **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 [portfolio site](#)
- Won 3 cricket grand finals in 3 appearances

## Education

**Bachelor of Commerce | Deakin University | (Graduated: 2019)**

- Major: Economics