

Nadav Moskow

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Professional Profile

Experienced Application Administrator and IT professional with advanced AI integration expertise. Early adopter of AI technologies, including ChatGPT, Copilot, Claude, and Google AI Studio, consistently leveraging these tools to streamline workflows, automate processes, and drive innovation across business systems. Proven track record in managing enterprise applications, data analysis, and cross-functional collaboration with demonstrated cost savings and process improvements.

Experience

Application Administrator – Foxit Software Inc.

Oct 2022 – Current

Key Responsibilities:

- Managed and maintained key business applications, including Oracle NetSuite, Freshdesk, KnowBe4, Bitwarden, and M365, ensuring optimal performance, security, and user accessibility
- Early adopter of AI technologies, regularly leveraging ChatGPT, Copilot, Claude and other AI tools to streamline workflows and drive innovation
- Leveraged data analysis tools, including Oracle NetSuite (SQL) and Excel, to extract actionable insights for cross-functional teams
- Generated comprehensive reports in NetSuite for stakeholder decision-making
- Designed, implemented, and optimised business system workflows and processes, working closely with stakeholders for continuous improvement
- Managed system enhancement projects, ensuring timely and cost-effective completion in alignment with business goals
- Documented system updates and processes, developed user manuals, and improved the knowledge base by creating and updating articles
- Collaborated across functional teams with IT and operations departments, ensuring business systems alignment and resolving issues

Major Achievements:

- Served as key IT administrator in the successful transition from internal systems to NetSuite
- Integrated HiBob with Entra ID & NetSuite, improving data flow and user management
- Brought control of external software under IT governance, including Asana and Zoom
- Generated over \$45,000 in annual savings through the identification and elimination of unused licenses across multiple systems
- Used Miro to document all current processes and identify improvement opportunities
- Created multiple PowerApps solutions:
 - Onboarding application for new employees' first day experience
 - Interactive organisation chart with search and individual user view capabilities
- Conducted interviews and led selection processes for multiple IT/IS roles

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

June 2021 – Sep 2022

Key Responsibilities:

- Reported directly to the CIO and collaborated on strategic technology initiatives
- Implemented process automation and improvement through Power Automate
- Monitored and actioned privacy inbox data deletion requests for compliance
- Managed the internal IT helpdesk (Freshdesk) and knowledge base, including content creation, video tutorials, ticket assignment, and usage optimisation
- Assisted in the global rollout of Microsoft Endpoint (Intune) to devices worldwide

- Developed and published global IT policies and procedures

Major Achievements:

- Utilised Power Automate and Freshdesk to automate multiple processes, including comprehensive onboarding and offboarding workflows for all global staff
- Created the company's first comprehensive organisational chart using Visio and Azure AD data integration
- Established a new test Azure environment for employee SSO and application testing

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

July 2019 – May 2021

Key Responsibilities:

- Guided new clients through onboarding and campaign creation processes
- Managed clients' Google accounts and implemented advanced techniques to improve campaign performance
- Conducted client meetings and delivered strategic presentations
- Created, designed and analysed client reports using Google Looker Studio, PowerBI, and AgencyAnalytics
- Directly managed one team member and provided indirect guidance to another for Google Ads and SEO optimisation

Major Achievements:

- Increased leads for a repairs business from approximately 30 to over 200 per month
- Doubled a beauty and wellness spa's leads and revenue - [watch here](#).

Digital Marketing Manager – Digital Advocates Group

March 2017 – June 2019

Key Responsibilities:

- Managed client accounts and implemented daily campaign optimisations
- Conducted regular client meetings to review key performance data and strategic recommendations
- Implemented innovative techniques to generate increased quality traffic for clients
- Created and analysed customised client reporting solutions
- Trained and mentored two team members in Google Ads best practices

Major Achievements:

- Developed a semi-automated Google Sheet system to track all client account changes and optimisations
- Created a comprehensive CSV database of [Melbourne suburbs by distance and direction from the CBD](#) for geographic targeting

Skills and Tools

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|---|---|
| <ul style="list-style-type: none"> ● Microsoft: Admin Suite, Power Platform ● AI & Automation: ChatGPT, Microsoft Copilot, Claude, Google AI Studio, advanced workflow automation ● Data Analysis: R, SQL, Python, Google Looker Studio, PowerBI, Excel | <ul style="list-style-type: none"> ● ERP Systems: Oracle NetSuite ● Development & Web: PowerShell, HTML, CSS, WordPress, Shopify, WIX ● Project Management: Asana, Miro, Monday.com |
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Courses, Qualifications and Achievements

- Designed and built a personal [resume website](#) showcasing technical skills
- Responsive Web Design (HTML and CSS) – [Free Code Camp Certificate](#)
- Marathon completion – demonstrating commitment and endurance
- Won 3 cricket grand finals in 3 appearances

Education

Bachelor of Commerce | Deakin University

- Major: Economics