

Eyal Grady

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Occupational experience

2022-2023: **Email Marketing Manager** – SodaStream International

- Creating, communicating, and delivering an email marketing growth plan covering new campaigns and optimizing existing ones.
- Building email templates, setting up, reviewing and proofing email campaigns using the email marketing platform.
- Providing timely analysis into campaign performance, highlighting areas of opportunity to improve key performance metrics.
- Working closely with other members of the DTC team, global markets, and business team to ensure new emails and content align with the overall marketing contact strategy.

2021-2022: **Marcom Manager** – Reidman College

- Operations, control, and planning of work plans on different media channels.
- Production of advertising materials and their approval with various parties.
- Characterization, editing, and creating marketing content, including posts, ads, videos, mailings, landing pages.
- Ongoing work with suppliers, multiple interfaces, and internal organizational factors
- Managing social media channels: Facebook, Instagram, YouTube, LinkedIn, Google Business.
- Project management in marketing, such as Open Days, Graduation ceremonies, Collaborators (Reedman Careers, Communities).

2019-2021: **Marcom Manager** - Open University

- Operations and control of advertising software and cross-media campaigns (offline & online).
- Producing and approving advertising materials with various parties, including posts, ads, videos, mailings, landing pages, radio broadcasts.
- Ongoing work with advertising agencies, media companies, advertisers, and internal organizational departments.
- Data analysis and target tracking.

2011-2018: **SEO Specialist & Content Manager** - LIME-Digital

- Promoting the company's websites in Google's organic results.
- Operation of digital assets, content management and editing.
- Site characterization and optimization, statistics review, and analysis of user behavior.
- Work with developers and service providers.
- Preparing and editing reports, analyzing data, and generating insights.

Education

B.A. in Communications, The Open University
DIGITALENT–SEM Digital Campaign Managers Course

Languages

Hebrew - mother tongue | English - very good