

## **GABRIEL JACOB ZERBIB**

**93 Allenby street,**

**Tel Aviv**

**+972 54-746-5577**

**(+33) 06 10 73 73 38**

**[gabrielzerbib6@gmail.com](mailto:gabrielzerbib6@gmail.com)**

**PROFILE:** Passionate about innovation and new technologies and very curious. I have studied Business Management, Digital Strategy and Programming. My experience in enterprise sales, strategy deployment, and website development results in an ability to collaborate in agile workflow, develop and design a project with focus oriented on the customer's experience. Always open to new ideas and motivated, I love to create and build innovative products that have a positive impact on people's lives while learning and developing my capacities.

## **EXPERIENCE:**

**2016-Present      Full Stack Developer, Business Development Director**  
**Timply, France**

As a co-founder of Timply, I help businesses become more cost effective by reducing operational costs. Timply specializes in alternative postal and package management combined with lower rates than traditional carriers.

Activities and roles include:

### **Website Development :**

- Designed the mockups using Figma from a user point of view
- Developed the website using Ruby On Rails framework, HTML, CSS3, Bootstrap, and Javascript
- Wrote effective and scalable code in Ruby
- Built back-end components for web applications
- Tested applications for performance, responsiveness, and security
- Integrated data storage and data processing solutions
- Built, installed and shared gems and plugins

### **Business Development :**

- Create and develop company business models to perform market segmentation analyses and identify potential revenue streams and costs
- Develop, manage and analyze customer feedback
- Designed and launched the company website
- Created company communications plan and launched promotional campaign on social media
- Monitor customer usage data on company website and analyze against established KPIs. This allows me to fine tune plans, features and campaign based on real-world user activity.
- Business development through client research and outreach strategies
- Customer contract negotiations

**June 2018 - October 2018    Digital Strategist and Consulting Internship**  
**The Ripples Group, Boston - MA**

Guided the firm's founders through a digital strategy process to adopt a robust online presence and digital engagement plan. Additional work included being part of a team responsible to collect and analyze data leading to improvements for state agency clients. My responsibilities included :

- Meeting with assigned clients and performing an initial assessment of the problematic situations
- Collecting information about the client's business through a variety of methods (shadowing, interviews, conducting surveys, reading reports etc.)
- Present findings and suggestions to clients with ample justification and practical advice
- Implementing Digital Marketing Strategies using all necessary tools
- Researching products, services and current marketing strategies to identify new opportunities
- Analyzing web traffic metrics and suggest solutions to boost web presence
- Monitoring SEO/SEM, marketing and sales performance metrics to forecast trends
- Establishing best practices in Digital Marketing

**July 2017- September 2017    Digital Marketing Strategist**  
**365Scores**

365Scores is a cross-platform application that enables users to create their own personalized sports channel who managed to raise 6.7M among its investors and who became one of the top leaders on its market. My responsibilities included:

- Implementing Digital Marketing Strategies for the French market using all necessary tools (Hootsuite, Facebook, CMS)
- Researching industry-related topics
- Promoting content on social networks and monitor engagement
- Coordinating with marketing and design teams to illustrate articles
- Conducting market research to optimize content

## **EDUCATION AND CERTIFICATIONS:**

### **Le Wagon Tel-Aviv, Israel**

**2018**

9-week intensive coding bootcamp learning HTML, CSS, Bootstrap, JavaScript ES6, SQL, git, GitHub, Heroku and Ruby on Rails. Designed, implemented and shipped to production a clone of AirBnB and a Rails prototype of Pitch Perfect & Timpily. Manage and developed end-to-end those projects while working on agile development workflow including:

- Creation of User Stories
- Conceiving and Building Database Requirement using OOP
- Design of the mockups using Figma from a user point of view.
- Developed the website using Ruby On Rails framework, HTML, CSS3, Bootstrap and Javascript ES6.

### **Master's Degree in Digital Strategy INSEEC Business School Paris, France**

**2016-2018**

Year 2017-2018: Master 2 – Digital Strategy  
Year 2016-2017: Master 1 – International Management

### **Bachelor of International Finance Management INSEEC Business School Paris, France**

**2013-2016**

Year 2015-2016: Bachelor in Financial Studies  
Study Abroad: INSEEC San Francisco- Start-up Program  
Year 2013-2015: Two-year technical degree in International Trade

**Extra Curricular Activities:** Medical Assistant in Robert Debré Children Hospital

## **SKILLS, ACTIVITIES & INTERESTS**

**Technical Skills:** HTML, CSS, Bootstrap, SQL, Javascript(ES6), Ruby, Rails, Excel, Word, PowerPoint, Hubspot, Google Analytics, Google Garage (Certification), React (Learning)

**Activities:** Intramural Soccer, Philately, Blog Writer, Eventbrite, Hebrew classes, Coding & Programming, Blockchain Enthusiast group

**Interests:** International Travel (20+ countries and counting), Technology trends, Soccer, Music, Self-development books

**Languages:** French (native), English (mastered), Hebrew (basic notion)