

# Roni Gerner

## Marketing and Social Media Intern - Macy's Fashion "Incubator"

Philadelphia, PA - Email me on Indeed: [indeed.com/r/Roni-Gerner/3b601c553b488585](https://www.indeed.com/r/Roni-Gerner/3b601c553b488585)

### WORK EXPERIENCE

#### Marketing and Social Media Intern

Macy's Fashion "Incubator" - Philadelphia, PA - 2015 to Present

Macy's business accelerator for emerging promising fashion designers.

- In charge of all marketing & social media affairs of fashion designer Terese Dydonna
- Collaborating with UPenn's Wharton Business school business development strategists

#### Marketing and Project Manager

Promo Idea Factory - 2014 to 2014

Tel-Aviv, Israel

- One of Israel's top sales promotion agencies for over 30 years.
- Worked on large marketing campaigns for international markets & clients including:
  - o Coca-Cola Beverage Company.
  - o El-Al - National air carrier of the state of Israel.
- Managed marketing strategy development and implementation.
- Coordinated with international manufacturers and clients with a focus on Chinese markets.
- Handled outreach for emerging markets and potential clients.

#### Chief Marketing Officer

Ya Fashion - 2012 to 2014

Israel

- An emerging fashion brand start-up, addressing mid-upper socio-economic audience.
- Created and developed all creative aspects from brand's name and logo to advertisement activities.
- Oversaw and conducted all marketing strategies, under challenging budget constraints.

#### Chief Production Manager

The Campus Magazine - 2012 to 2013

Israel

- Largest and most distributed national student magazine with contributions by professional journalists.
- Managed all aspects of production, coordinating assignments and working with leading advertising agencies.
- Worked with the following International brands: Intel, DKNY, L'Oreal, Philip Morris and more.

#### Marketing Manager

Overtone Singing Academy - ביבא לת זוחמ, ופי- ביבא לת - 2012 to 2013

Tel Aviv, Israel

- Israel's most exclusive singing academy, led by some of Israel's most accomplished recording artists.
- Conducted all marketing campaigns and promotional activities in various types of media outlet.

Philip H. Advertising Consultants - ביבא לת זוחמ, ופי- ביבא לת - 2009 to 2012

Studio Producer Tel Aviv, Israel

- A leading advertising and production studio.
- Worked on the studio's major accounts projects including "Super-Pharm"- Israel's largest pharmaceutical

brand (equivalent to CVS).

- Responsible for client-studio and inter-departmental coordination in aspects such as project management, financial, creative and more.

### **Administrative Manager and Co-Producer**

JCS Post Productions - ביבא לת זוחמ, ופּי- ביבא לת - 2008 to 2009

Tel Aviv, Israel

- Leading TV & video productions house, working on Israel's prime time productions.
- Led project production, coordination and integration between the various media departments.
- In charge of project scheduling.

### **Marketing and Advertising Manager**

Tamir Airways - ביבא לת זוחמ, ופּי- ביבא לת - 2004 to 2005

Tel Aviv, Israel

- Constructed marketing packages for both private and business sectors of the exclusive Israeli private airline.

### **P.A. To CEO**

Liad Logistics and Distribution - 2002 to 2003

Lod, Israel

- Responsible for general administrative management, client relations and scheduling.

## **EDUCATION**

### **Marketing**

University of Pennsylvania Wharton Business School - Philadelphia, PA  
2015

### **Diploma**

Israel's Advertising Academy - ביבא לת זוחמ, ופּי- ביבא לת -  
2011 to 2012

### **B.A. in Media Studies**

The College of Management  
2005 to 2008

### **planning**

Leading advertisement professions academy in Israel

### **branding strategy competition**

Israel's leading singing academy

## **ADDITIONAL INFORMATION**

### **SOFTWARE PROFICIENCY**

Proficient in Microsoft Office, and Microsoft Windows OS  
Adobe Photoshop