Ifat Ori

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**Education**

2019: Infinity Labs R&D (Matrix) - **Java Developer**

* Participated In a 6-months intense full-time & open lab training environment that covered a full range of development tools, technologies, and techniques.
* Have gained a total of over **1,200 coding hours**.
* Programmed with a focus on **C & Java**: solved implementation challenges using wide concepts such as Data Structures, Design Patterns, OOP, Generic Programming, multi-threaded environments.
* Deep understanding of **Linux OS** and its tools (e.g Bash).
* Familiarity with Server-side tools: **MySQL**, **Apache Tomcat**, **JUnit** & Networking concepts (e.g REST).

Self-taught

* Frontend languages and tools: JavaScript, React.js, HTML, CSS, Bootstrap
* Backend languages and tools: MongoDB ,Postman

2012-2016: **B.sc degree in Industrial Engineering**, focus on Information Systems, Shenkar College

2005-2008:High school diploma with distinction, extended subjects: Computer Science and Biology, Shazar high school

**Professional Experience and Military Service**

2016-2018: eToro – Marketing Automation Specialist

* Created emails with **HTML, CSS**
* Managed and modified an automated **PHP** system
* Found solutions for optimizing and improving internal processes
* Improved click, open, and conversion rates by tracking, analyzing, and AB testing campaigns.
* Conceptualized, built, and launched email campaigns
* Defined segmentation and personalization for each campaign.

2015-2016: NTA (The Israeli Light Rail) – Referent in "Kalanet" Project (the company's shifting from Priority to SAP).

2011-2012: Leumi Bank Head Office – Assistant to the Head of Trade Credit and a Coordinator of Credit Committees.

2008-2010: Military Service: The General Force, Tohad Unit – Head of office

**Additional Features and Skills**

* Quick learner, self-taught and motivated
* Team player with strong social and communication skills
* Interest and ability to learn other coding languages as needed
* Excel advanced features - pivot, V-lookup, VBA

**Languages**

Hebrew: Mother Tongue

English: Excellent level (reading, writing and talking)