

## Work experience

### Chief Editor — "Keshet" broadcasting Tel Aviv, Israel

Since 2017

Chief Editor and a Reporter for the TV show "Live@Night with Nadav Borenstein" ("Hay Ba'layla"):

- \* Managing the show's line-up and agenda
- \* Managing the Commercial and Marketing partnerships with some of Israel's leading brands ("Ha'Poalim Bank", "Samsung", "Toyota", etc)
- \* Creating the content, conducting interviews and writing the show's script
- \* Managing the Content and Production teams

### Content writer — Freelance Tel-Aviv

Since 2018

Building and maintaining websites for SMB, writing the content, manage the SEO work on them and create their Social networks' assets

### Journalist — Channel 10 Givatayim

From 2015 to 2017

Researching, Writing, Editing and reporting TV news items, mainly focused on Economic issues, for Israel's channel 10

### Front-End developer — M.LY Ramat-Yishay

From 2014 to 2015

Building and maintaining websites and mobile apps, using HTML5, JAVASCRIPT, CSS and Swift

### Webmaster and Technical writer — M.LY Ramat-Yishay

From 2012 to 2014

Managing the content of websites, especially E-commerce sites, performing orientation for clients and writing manuals for customers

## Education

### BA in Communication & Political Science — Tel-Aviv University Tel-Aviv

From 2012 to 2015

### Journalism — "Kotert" (Headline) Journalism scgool Tel-Aviv

From 2012 to 2015

## Army service

2007-2010

A Combat-soldier and a Commander in "Duvdevan" special unit.

## Skills

### Copywriting



### SEO



### HTML, CSS, JavaScript, Swift



### CMS Platforms (Joomla, Wordpress, Magento)

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## Languages

### English

### Hebrew

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