




<div>ITAY YAKOBI</div>	<div>INNOVATIVE PROBLEM SOLVER</div>
<div> <div>050-9553679</div> <div>Itayyakobi@gmail.com</div> <div>@itayyakobi</div> </div> <div>EDUCATION</div>	<div> <div>Experienced digital marketing professional with a successful entrepreneurial background. Proven expertise in PPC campaigns and transformative business strategies. Committed to achieving excellence through continuous learning and data-driven insights.</div> <div>WORK EXPERIENCE</div> </div>
<div> <div>Young Entrepreneurs Graduate, "Maof" Organization, 2022</div> <div>Digital Marketing Course Graduate, "Hyperz" Company, 2022</div> <div>"Sell Much More Easily" Course Graduate, Nir Duvdevani, 2020</div> <div>High School Diploma, "Mor-Metro West" High School, Raanana, 2012-2015</div> </div> <div>SKILLS</div>	<div> <div>Business Owner</div> <div> <div>📅 2020 - present Annanas.co.il</div> <div>Build a brand of pineapples, B2B and B2C. Farm to door.</div> <ul style="list-style-type: none"> Transformed a concept into a successful medium-sized business with 800K NIS in annual revenue on the first year Managed and led a team of 3 overseeing operations, sales, and customer service. Designed and executed PPC campaigns, acquiring a customer base of 1500 within 6 months. Implemented data-driven strategies that maintained a negligible bounce rate and ensured optimal user experience Successfully maintained purchasing leads at an impressive cost of only 1.5 NIS over a 6-month period, while ensuring that lead costs remained consistent. </div> </div> <div> <div>Self- Employed</div> <div> <div>📅 2019 - 2020 Travel with Itay</div> <div>As a seasoned player in the travel industry, I established strong supplier partnerships for hotels and flights, strategically crafting and retailing exceptional deals through my agency platform.</div> <ul style="list-style-type: none"> Closed over 300 travel deals in 3 months. Achieved an average sale value of 4000 NIS. Innovated community engagement strategies, managing 10+ WhatsApp groups for exclusive travel deals. </div> </div>
<div> <ul style="list-style-type: none"> Creative Writing Sales Man PPC Campaign Management Digital Marketing Strategy Conversion Optimization Business Development Community Building Customer Service </div> <div>LANGUAGES</div>	<div> <div>Event Technology Coordinator</div> <div> <div>📅 2014 - 2017 Segev Sports</div> <div>Pioneer in delivering advanced statistical insights for matches in the Israeli Premier League, leveraging cutting-edge technological systems.</div> <ul style="list-style-type: none"> Outstanding Accuracy: Achieved an exceptional 97% accuracy rate, surpassing the company average by 20%. Visualizing Insights: Transformed game data into user-friendly visual statistics through Excel reports, enhancing data comprehension for all users Seamless Live Game Operations: Managed technological systems during Israeli Premier League matches, synchronizing data and players effectively. </div> </div>
<div> <div>Hebrew - Native</div> <div>English - Fluent</div> </div> <div>HOBBIES</div>	
<div> <div>Music</div> <div>Sports</div> <div>Bookworm</div> <div>    </div> </div>	