

## EXPERIENCE

As a bilingual, highly experienced, results-oriented international marketing professional, I've served as director of international marketing in the U.S and Israel. With academic degrees and professional certificates in marketing, including online marketing. I'm an experienced creative storyteller with a track record of using analytics to improve marketing performance.

I have strong leadership skills, and expertise in executing successful marketing strategies across various avenues, and working with and leading diverse teams.

### Marketing Manager

**The Schechter Association (The Schechter Institution of Jewish studies, Neve Schechter, Midreshet Schechter, Tali Education fund, Schechter Rabbinical Seminary (SRS))**

The Schechter Association | Jerusalem and Tel-Aviv, Israel

- Responsible for developing and implementing the marketing strategy for each association separately, including:

- Needs assessment
- Identifying strengths, weaknesses, and goals
- Resource development
- Team building
- Students recruitment
- Managing third parties-providers

- Collaborating in the construction of the shared vision for the associations.

### Director of Marketing, Recruitment &

**Partnerships Development** Apr 2014 - May 2023

Technion Israel Institute of Technology | Haifa, Israel

Create and execute international marketing and student recruitment strategies, including:

- Managing online presence ([homepage](#), [social media](#), [YouTube channel](#))
- Producing and maintaining all marketing materials ([brochures](#), [video productions](#), [international competitions](#), and [special projects](#))
- Present at conferences, international fairs, and special events
- Participate in community outreach - work with international schools, universities and organizations across the globe
- Create and customize marketing strategies for different regions, including managing the localization of marketing messages and information presented on social media platforms
- Generate and manage all leads using a CRM system (Salesforce)
- Lead and mentor multi-cultural marketing team (including employees from Israel, the U.S, China, and India)
- Manage annual budget

Develop academic and internship programs for international high school and university students

## **SKILLS**

Budget Management,  
Business Development,  
Marketing Strategy, B2B  
Marketing, PPC Marketing,  
Social media Marketing  
Proficient in: Google Analytics

## **Marketing Manager** *Feb 2006 - Dec 2013*

Thomson Reuters | New York, NY

- Promoted financial products via virtual communities in North and South America - Engaged in acquisition marketing with leading banks and financial companies in North and South America
- Solved regulatory and legal issues that arose during major integrations within global banks- Received Reuters Outstanding Employee of the Month Award

**Training & Marketing Manager***May 1995 - Feb 2006*

Reuters Israel | Tel-Aviv, Israel

- Managed budgets and marketing activities
- Organized and coordinated events for financial companies and corporations
- Established the Forex executive club in Israel
- Developed close working relationships, as well as improved mutual communication and understanding with Palestinian clients

**EDUCATION****• M.A. in Communications***Sep 2000 - Jul 2002*

Tel-Aviv University | Tel-Aviv, Israel

**• B.A in Middle Eastern Studies and Arabic***Sep 1996 - Jul 1999*

Ben-Gurion University | Beer-Sheva, Israel

**• Marketing and Management***May 2006 - Nov 2006*

NYU | New York, NY

**Online Marketing Manager***Oct 2017 - Jul 2018*

Technion Israel Institute of Technology | Israel

**Planner - Marketing Strategy***Sep 2013 - Sep 2014*

Habetzefer | Israel