

ITAY YAKOBI

INNOVATIVE PROBLEM SOLVER

050-9553679

Itayyakobi@gmail.com

@itayyakobi

EDUCATION

Young Entrepreneurs Graduate,
"Maof" Organization, 2022

Digital Marketing Course
Graduate, "Hyperz" Company,
2022

"Sell Much More Easily" Course
Graduate, Nir Duvdevani, 2020

High School Diploma, "Mor-Metro West" High School,
Raanana, 2012-2015

SKILLS

- Creative Writing
- Sales Man
- PPC Campaign Management
- Digital Marketing Strategy
- Conversion Optimization
- Business Development
- Community Building
- Customer Service

LANGUAGES

Hebrew - Native

English - Fluent

HOBBIES

Music

Sports

Bookworm



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.

WORK EXPERIENCE

Business Owner

📅 2020 - present | **Annanas.co.il**

Build a brand of pineapples, B2B and B2C. Farm to door.

- 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.

Self-Employed

📅 2019 - 2020 | **Travel with Itay**

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.

- 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.

Event Technology Coordinator

📅 2014 - 2017 | **Segev Sports**

Pioneer in delivering advanced statistical insights for matches in the Israeli Premier League, leveraging cutting-edge technological systems.

- 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.