



ARIEL BASSON

Global Account Executive

PROFILE

8+ years of closing deals, managing content, and producing video. My education and career involves proving my social and interpersonal skills by increasing revenue, providing market analytics, content creation, and creative writing. Such companies including MobilSense, Minute.ly, OnCourse, OrCam Technologies, and Adnimation - spanning in both the United States and Israel. I am looking to grow within a company that is interested in expanding its efforts to greater lengths.

CONTACT

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EDUCATION



Tel Aviv University

2017 - 2020

Masters of Fine Arts in Film and Television



American Jewish University

2009 - 2013

Bachelors of Arts in Business Administration and Management



Hebrew University

2011 - 2012

Bachelor of Arts in Business (Year abroad)

WORK EXPERIENCE



Adnimation

Global Account Executive

March 2022 – Present

- Prospecting medium to large sized publishers via emails, calls, or LinkedIn to improve their ad tech performance
- Fostering and nurturing relationships with clients to ensure to satisfaction and loyalty
- Employing data-driven results to optimize advertising campaigns, and guaranteeing maximum ROI for clients
- Utilizing software tools like SimilarWeb and Vidyad to gain deep insights and interest within markets to maximize sales



OrCam Technologies

Senior Sales Representative

September 2020 – March 2022

- Qualifying clients to establish their correct needs for visual or reading assistance
- Selling the benefits and leading technology of the products to thousands of clients
- Maintaining client satisfaction post-purchase and assisted with customer success
- Assisting in the operations of the company. i.e. copywriting and content management



OnCourse

Project Manager

July 2019 – April 2020

- Managing the sales of educational courses for both individuals and major companies
- Assisting in the operations and administration of the company on a daily basis
- Producing media outlets such as promotional videos and maintained them online
- Ensuring an effective customer satisfaction for all participants of the courses



MobilSense Technologies

Mobile Line Service Consultant

January 2015 – June 2017

- Consulting with companies on line upgrades, feature modifications, warranty exchanges, IMEI Swaps, ports, liability assumptions/release orders
- Facilitating the upgrades of mobile lines
- Advising monetary expenditure for clients
- Assisting technologically inept customers with handling and utilizing phones and processing mobile applications