

Tomer Eini

Head Of Recruitment and Social Media

(Fully Bilingual - English/Hebrew)

055-7712724 | tomer.eini@gmail.com | Netanya | Israeli & South African Citizenship

Work Experience:

2017 – 2023: Head of Recruitment / Talent Acquisition – MSS Cape Town: www.msskapstadt.de

- Strategic talent acquisition, responsible for hiring thousands of top-tier freelancers and employees
- Implemented advanced database management systems to streamline freelancer acquisition
- 300% increase in recruitment efficiency
- Ensure seamless integration of new hires into ongoing projects.
- Tracking metrics
- Maximized team performance and project success by 200%
- Developed and optimized recruitment processes and protocols, leading to a 50% reduction in hiring time.
- Developed the organizational infrastructure, saving a lot of time and money
- Ensuring the company remained at the forefront of industry standards.
- Built and maintained strong, positive relationships with the workforce.
- Increased employee retention by 150%
- Communication excellence between all departments, increasing productivity by 25%
- Maintained and streamlined databases leading to a 100% increase in efficiency and accuracy.
- Generated over 15 million per annum in revenue

Tools & Technologies: Office, Excel, Word, Outlook, PowerPoint, Facebook Business Manager, Hubspot, Google Ads, ActiveCampaign, Canva, Website Development (CMS), Automation, Google Docs, Google Trends, Google Analytics, OpenAI, Zapier, Instagram Ads, LinkedIn Ads, Google My Business, Payment Gateway's, InVideo AI tool, TAJA AI tool, YouTube Ads, ClickUp / Trello, ChatGPT

2007 - 2017 – Social Media Management / Content Creator

- Managed several large social media groups and pages
- Grew following of various pages to 500 000 – 1.5 million followers
- Created professional content, increasing follower reach and interaction
- Networked with relevant parties, accelerated growth and publicity
- Planning and developing social media campaigns
- Tracking SEO and web traffic metrics
- Spotting trends, creating viral content
- Increasing audience reach by 2500%
- Generating turnover of hundreds of thousands of dollars.

Proficiencies

Experienced social media manager | Head of talent acquisition for a world leading linguistics company | Built social media pages to millions of followers | Content Creator | Content Manager | Hi-Tech | Digital Marketing | Analytics | Data Analyst | IT Sales | Technical Writing | IT Trainer | Business Development | Database Administration | Website traffic growth | Social media presence | Increasing sales | Networking | Utilizing AI tools | Ads Manager | Copywriting | SEO | Quality Assurance | Leadership

I am fully bilingual in Hebrew and English, extremely motivated, results-oriented, and ready to contribute to your company's success. Let's discuss how my skills can benefit you. Thank you for considering me.

Education:

2011 - 2015: BA, Counselling and Communications: South African College of Applied Psychology

2019: Advanced Google Analytics Certificate

2020 - 2021: Digital Marketing specialist course - Elite Funnel

Languages:

Bilingual Hebrew and English