

Work experience

Chief Editor — "Keshet" broadcasting Tel Aviv, Israel

Since 2017

Chief Editor and a Reporter for the TV show "Live@Night with Nadav Borenstein" ("Hay Ba'layla"):

- * Managing the show's line-up and agenda
- * Managing the Commercial and Marketing partnerships with some of Israel's leading brands ("Ha'Poalim Bank", "Samsung", "Toyota", etc)
- * Creating the content, conducting interviews and writing the show's script
- * Managing the Content and Production teams

Content writer — Freelance Tel-Aviv

Since 2018

Building and maintaining websites for SMB, writing the content, manage the SEO work on them and create their Social networks' assets

Journalist — Channel 10 Givatayim

From 2015 to 2017

Researching, Writing, Editing and reporting TV news items, mainly focused on Economic issues, for Israel's channel 10

Front-End developer — M.L.Y Ramat-Yishay

From 2014 to 2015

Building and maintaining websites and mobile apps, using HTML5, JAVASCRIPT, CSS and Swift

Webmaster and Technical writer — M.L.Y Ramat-Yishay

From 2012 to 2014

Managing the content of websites, especially E-commerce sites, performing orientation for clients and writing manuals for customers

Education

BA in Communication & Political Science — Tel-Aviv University Tel-Aviv

From 2012 to 2015

Journalism — "Kotert" (Headline) Journalism school Tel-Aviv

From 2012 to 2015

Army service

2007-2010

A Combat-soldier and a Commander in "Duvdevan" special unit.

Skills

Copywriting



SEO



HTML, CSS, JavaScript, Swift



CMS Platforms (Joomla, Wordpress, Magento)



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Languages

English



Hebrew



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