

+972-52-2446782  
asherwilf@gmail.com

# Asher Wilf

---

## SUMMARY

Experienced **multilingual digital marketing professional** with a proven track record of success in creating and managing digital content, social media campaigns, and SEO strategies

## EXPERIENCE

### **5PointsParadigm, Tel Aviv** *Digital Marketing Manager*

January 2022 – PRESENT

- Managed digital marketing, social media, SEO, content creation, content management, social media campaigns, and marketing strategy.
- Established and managed digital assets, curated and promoted engaging content across social media platforms.
- Enhanced brand visibility and engagement through informative and visual content.

### **Broadcast, Natanya** *Clients Success Manager*

December 2019 – September 2021

Coached clients in creating and publishing engaging **digital content** on social media, resulting in improved client retention rates.

### **Ronit Furst Eyewear, Kiryat Ono** *USA Sales Manager*

January 2017 – July 2019

Successfully entered the US Market, expanding eyewear sales to optical shops.

### **Alljobs, Natanya** *Career Consultant*

March 2015 – December 2016

Guided employment seekers for optimal job placement.

### **DSNR, Natanya** *Immigration Consultant*

September 2013 – October 2014

Guided professional immigrants to Canada and Australia through immigration processes, documentation, and formalities.

### **Alex Original, Natanya** *Export Sales Manager for Europe*

February 2012 – July 2013

- Expanded sales of air-conditioning and refrigeration systems to European van builders and outfitters.
- Managed trade exhibitions across Europe, enhancing market presence.

### **Phage Biotech Ltd, Rehovot**

*Founder and CEO*

January 2000 – November 2011

- Established a Biotech company, securing development contracts, raising venture and governmental R&D funding.
- Fostered strategic partnerships, managed IP assets, regulatory affairs, and obtained representation rights.

### **Logistex, Tel Aviv**

*Business Development Manager*

January 1994 – May 1999

- Negotiated and finalized contracts for large-scale industrial projects, managing equipment sourcing and logistics.
- Oversaw complex technological project integration and staff recruitment

### **Shertal, Tel Aviv**

*Purchasing Manager*

April 1992 – November 1993

- Secured exclusive representation of OEM automotive parts from Japanese manufacturers.
- Managed sourcing, purchasing, logistics, and regulatory affairs.

### **Yakhin, Petach Tikvah**

*Export Sales Manager*

April 1988 – March 1992

Negotiated sales with European beverage producers and retail chains, expanding market share.

### **Yakhin, Petach Tikvah**

*Export Logistics Manager*

October 1987 – March 1988

Managed production coordination, exports logistics, and distribution of citrus concentrates to EU clients.

## **EDUCATION**

### **New Media College, Tel Aviv** *Certificate*

January 2022 – June 2022

Digital Marketing

### **Israel Export Institute, Tel Aviv** *Certificate*

March 1987 – August 1987

Export Marketing

### **Tel Aviv University, Tel Aviv**

*B. A.*

September 1981 – June 1986

International Relations

## SKILLS

- Digital marketing, social media, SEO, content creation, content management, social media campaigns, marketing strategy, and analytics.
- Proficient in Office Suite, CRM, CANVA, WIX, basic video editing

## MILITARY

- Comint Officer
- Naval Intelligence Officer
- Electronic Warfare Officer

## LANGUAGES

- Fluent: English, Hebrew, German, Spanish
- Good: Russian
- Functional: French, Portuguese
- Basic: Arabic