



# Nahman Choukroun

Business Development Manager



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Or Akiva, Israel



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## SKILLS

Research Skills

Detailed Oriented

CRM Skills

Email Proficiency

Time Management

Negotiation

Problem-Solving

Self-Motivated

## LANGUAGES

French

Full Professional Proficiency

English

Full Professional Proficiency

Hebrew

Native or Bilingual Proficiency

## INTERESTS

Business

New Tech

Books

Personal Development

Learning languages

Marketing

Website Development

E-commerce

## WORK EXPERIENCE

### Brand E-commerce Manager

Gad Dairies Ltd.

02/2023 - Present

Netanya, Israel.

Gad Dairy is the fourth largest dairy company in Israel, with a selection of unique boutique cheeses.

#### Achievements/Tasks

- Managing the entire online operation.
- Managing the marketing strategy to lead sales success.
- Managing a team of programmers for development purposes.
- Managing 2 logistics workers to prepare online orders.
- Building collaborations with social media influencers.
- Managing customer service in the online department.
- Hiring and training new employees.
- Weekly meetings to come up with new ideas and suggestions for improvements.
- Attending exhibitions to be on top of new trends in the industry.
- Uploading new products to the web site, and arranging them by categories.

### Business Development Manager

Group Microdel Ltd.

02/2020 - 02/2023

Tel Aviv, Israel

Microdel Ltd. is a technological entrepreneurial incubator and a private holding company.

#### Achievements/Tasks

- Managing the E-commerce online store of the "Minimax" brand.
- Leading the Sales team to drive revenue growth and optimize customer experience through email marketing, cold calls and sales strategy.
- Research and identify new potential clients for growth and expansion, including new channels, platforms, and strategies.
- Closing sales A-Z, including new client research in new markets.
- Partnership with large chains such as: Decathlon, IKEA, Home Depot, QVC and more.
- Track, measure, and report performance direct to the CEO, Regular weekly meetings to measure where we stand and how we can move forward towards new goals.
- Supervising the customer service department.
- Attending exhibitions to be on top of new trends in the industry.
- Partnering with multiple brands and marketplaces to increase sales revenue.
- Working close with social media influencers by bringing new strategies and higher sales revenue.

## EDUCATION

### Study Program

Tzur Israel High School

09/2009 - 07/2011

#### Courses

- Real Estate Agent
- SEO Digital Marketing