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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