

Silvia Beiserman

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Pardesia

PROFESSIONAL SUMMARY

- Dedicated PMO with a proven track record of successfully leading and delivering complex projects within scope, schedule, and budget constraints.
- Effective at collaborating with cross-functional teams to achieve operational excellence.
- Adept at coordinating various end to end operational & marketing activities and event planning.
- Skilled in managing budgets, negotiating with vendors, and ensuring seamless logistics.
- My experience has equipped me with the ability to effectively juggle multiple tasks, ensuring the timely and successful completion of projects
- With a keen eye for detail and a strategic approach, I am committed to achieving project objectives and exceeding expectations.

EMPLOYMENT HISTORY

2021- 2023 HP PageWide Industrial Corrugated (Scitex)

Integrated Marketing and Events Manager

- Created detailed event timelines and task lists, effectively managing multiple deadlines.
- Coordinated the production of marketing materials, collaborating with design teams and ensuring brand consistency
- Responsible of planning and execution of successful events, overseeing logistics, promotions, and post-event evaluations
- Fostered strong communication and collaboration with sales, product development, and other departments around the globe, to align marketing efforts with overall business objectives
- Managed the end-to-end procurement process, from requisition to purchase order issuance

2019-2021 Paragon Group, Management & Initiation of Professional Conferences Around the Globe

Senior Event Logistics Manager

- Developed and managed event budgets, consistently delivering events within or under budget
- Assisted in the management of digital marketing channels, including email campaigns and online advertising
- Conducted regular meetings to update stakeholders on project plans and gather input
- Managed on-site operation teams before & during the congresses
- Leveraged event management software and technology tools to streamline registration, communication, and data analysis
- Responsible for developing customer relationships that promote retention and loyalty

2018-2019 Ortra, Management & Initiation of Professional Conferences in Israel

Lead Congress Project Manager

- Developed comprehensive strategic plans for congresses, aligning them with organizational goals and objectives
- Created and managed detailed budgets for congress projects, consistently delivering within financial constraints
- Managed customer relations with associates & clients

- Managed simultaneous responsibilities, demonstrating the ability to prioritize and deliver results under pressure
- Implemented continuous improvement initiatives to enhance procurement processes and efficiency.

2008-2018 Kenes International, Management & Initiation of Professional Conferences Around the Globe

Meetings and Events Manager

- Responsible to control over activity budget
- PMO – multi-interface work (clients, inter-organizational departments & external suppliers)
- POC – operational & logistics for clients & the inter-organizational departments throughout the project
- Managed on-site exhibitions construction & operation teams before & during the conference
- Worked closely with clients to understand meeting objectives and deliver on their expectations.
- Developed and implemented strategies to enter new markets and expand the organization's geographical footprint.

2005-2008 NUR Macroprinters

Logistics Coordinator

- Provided administrative support to the marketing team, managing schedules, organizing meetings, and handling day-to-day communications.
- Negotiated with vendors to secure cost-effective solutions without compromising quality.
- Operational & logistics coordination
- Collaborated with various departments, including HR, sales, procurement, and finance, to align logistics activities with overall business objectives.

EDUCATION

1998-2001 B.Ed. in Special Education, David Yellin Academic College of Education

SKILLS

Proficient with:

- Project & content management systems – Monday, Share Point, WordPress, CMS
- Operational systems – ERP, Sales Force, BI
- Project Coordination: Effective at managing timelines, budgets, and cross-functional teams to ensure the successful delivery of marketing projects.
- Campaign Management: Proficient in planning, executing, and tracking multi-channel marketing campaigns, including email marketing, social media, and content marketing.
- Communication: Excellent communication skills are essential for conveying project goals, expectations, and updates to team members, stakeholders, and executives.
- Time management: Effective time management and prioritization skills to ensure that project milestones and deadlines are met.

LANGUAGES

Spanish – mother tongue (native Costa Rica)

English – fluently speak, write & read

Hebrew – fluently speak, write & read

Recommendations will be provided upon request