



## EXPERIENCE

<b>Head of Growth</b> Richkid Digital	2022 - Present
<ul style="list-style-type: none"><li>• Develop and execute a comprehensive marketing strategy</li><li>• Target and engage new prospects and potential business partners</li><li>• Manage and refine sales team results and a media performance manager</li></ul>	
<b>Marketing Manager</b> CTI Coaching School & TreiStar - Organizational Coaching	2019 - 2022
<ul style="list-style-type: none"><li>• Lead both B2B and B2C marketing activity including PPC, LinkedIn outreach, SEO and Social Media</li><li>• Supervise sales team activities and performance</li><li>• Build a coaching community to encourage brand advocacy and referrals</li></ul>	
<b>Social Media Account Manager</b> Hooligans – Digital Agency	2016 - 2018
<ul style="list-style-type: none"><li>• Strategize and execute social media activity for global and local brands</li><li>• Create engaging content by working with cross functional teams</li><li>• Manage and enhance multiple campaigns</li></ul>	
<b>Spokesperson</b> The Conservative Movement in Israel	2014 - 2015
<ul style="list-style-type: none"><li>• Oversee all PR activities, plan and implement initiatives to increase media exposure.</li><li>• Create impactful content and monitor all material released to ensure quality and consistency of all messages.</li><li>• Maintain close relationships with reporters, community leaders and government officials</li></ul>	

## EDUCATION

<b>B.A. in Political Science</b> The Hebrew University in Jerusalem <i>Extracurricular Activities:</i> Editor at "Pi-Haton", University's newspaper	2009 - 2013
<b>PPC</b> , Habetzefer	2019
<b>SEO</b> , John Bryce	2016
<b>WordPress</b> , John Bryce	2015

## ADDITIONAL SKILLS

<b>Experienced</b> All Microsoft Programs, Photoshop, Google Drive, Zapier, Monday, Insightly
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## LANGUAGE

<b>Hebrew</b> Mother tongue	<b>English</b> Mother Tongue (U.S. Citizen)
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