

**Profile**

Copywriter certified, creative, curious, and eager to learn and gain experience in content fields.  
Looking for a new challenge in the contents area.

**Education**

2023 – Certificate in Copywriting – ACC Tirza Granot College of Creative Professions  
2016 - 2018 MA in Business Management & Human Resources – Ono Academic College  
2013 - 2015 B.A in Social Sciences, specializing in Human Resources - University of Bar-Ilan

**Professional Experience**

**2022-Current: [HR Manager](#) | Adcore: International digital advertising agency**

Single point of HR: establish and found all of the HR aspects such as:

- HR policies – implement HR protocols: Onboarding process, Offboarding process, Maternity leave, incentive plan, etc.
- Manage employment lifecycle from Onboarding to Offboarding and support: deeply understanding of employees needs and focusing on increasing productivity and retention.
- Welfare activities – from planning to execution – HH, Holidays, Company retreat, Birthdays, anniversaries, teams' activities, etc.
- Recruiting – Full responsibility of the recruiting process: from Job Description to contracts.
- Work closely with managers – Support and giving insights to the senior managers, with fully discreet and strategy perspective.

**2020-2021: [HR Generalist](#) | ClickLogiq: online marketing company**

- Manage a full HR employment cycle including – full cycle of Hiring and integration process, consult managers and employees on different matters, involvement in training program, leading end of employment process etc.
- Working on the brand and create an awareness internally and externally.
- Responsible and managed the social media platforms of the organization (LinkedIn page, Facebook & Instagram).
- Advertising and post jobs in a variety of platforms such as – LinkedIn, Facebook, Instagram.
- Creating projects to strengthen the company's brand like referral programs (for employees) and other recruitment campaigns, worked closely with marketing teams, with fully understanding & addressing of their needs.
- Responsible to company welfare (happy hour, consolidation events, holidays activities etc.)
- Orchestrating team building activities for the marketing team.
- Recruiting A to Z: sourcing, interviewing (phone/Zoom/frontal) negotiation and offer stage, checking references. working with placement companies, social media, working closely with the hiring managers.

**2018 - 2019 | [Recruitment & Account Manager](#) | Recruitment agency -Ethosia specializing in the Hi-Tech and Biotech industries.**

- Manage 10 accounts focusing on nurturing long-lasting customer relationships; understand needs and provide prompt response.
- Perform the complete recruitment cycle of technological positions.
- HR Recruitment including sourcing, interviewing toward candidate sign on agreement.

**2015– 2018 | [HR Specialist](#) | Ministry of the Prime Minister**

- Employee life cycle –onboarding and off boarding.
- Training to new employees on orientation days.

**2011 – 2015 | Emergency Call Center | Ministry of the Prime Minister**

- The call center operated 24/7.
- Handled multiple emergency systems simultaneously & provided operational response in emergency situations. This required strong decision-making skills during crisis and under pressure, attention to detail and high level of responsibility.

**Military Service**

2009 - 2011      Non-commissioned officer – Office Manager - **Ministry of Prime Minister**

**Languages**      Hebrew – native level | English – professional.