

Michael Aharon

VIP Community & Social Media Manager

As a seasoned VIP specialist in the gaming industry with over 16 years of experience, I showcase a high level of expertise and results in the field. A track record and talent for driving client monetization through effective relationship building, deal making, and exceptional communication skills. Versatility, improvisation, creativity and independence are the key skills which I draw upon to develop innovative strategies and seize opportunities to advance organizational goals.

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Experience

2019 - 2023

VIP Community & Social Media Manager

Playstudios Tel-Aviv

Created and managed two Facebook groups for company flagship brands; POP! Slots & MGM Live Slots.

Developed and implemented strategies to engage and nurture a VIP Community on Social Media platforms.

Fostered strong relationships with Key Community Members and high value members to further revenue goals.

Collaborated with cross-functional teams, such as Artists, marketing department, VIP Host teams and product development to align social media efforts with overall business objectives.

Planned and executed exclusive events, contests and promotions specifically for the VIP Community to drive engagement and loyalty as well as establishing and curating compelling content tailored to the interests and preferences of the VIP Community.

Trained and supervised freelancers as well as Community Moderators to ensure a high level of work processes surrounding community management.

Analyzed social media metrics to evaluate the effectiveness of revenue and loyalty initiatives.

2012 - 2019

Senior Account Manager\Community Manager

Playtika Herzliya

Built and maintained strong and long-lasting relationships with highest value clients throughout their life cycles. Notably, the biggest portfolio in the Company. Extracted extremely high lifetime value per client under my command.

Worked closely with Romanian support teams to ensure the best experience for high level Patrons as well as retain and acquire new clients.

Developed strategies for retention and reactivation of high-value gamers.

Manage an exclusive Facebook profile to engage, attract and reward patrons as well as promote and advocate all things product related.

Advised support teams in Romania to ensure the best experience for high level Patrons; rebuttals, de-escalation, engagement, company messaging and Brand Loyalty.

2010 - 2012

VIP Manager and Marketing strategist

Sandbox Media Tel-Aviv

Developed strategic marketing plans from data.

Created, executed and managed marketing campaigns.

Maintained the highest VIP segment and advance its monetary effectiveness with great success.

Negotiated terms, benefits, and continued business relations including all other related matters.

Responsible for the specific recruitment of VIP level Clients.

In charge of cross branding operation for new Casino Brand, successfully transferred 35% of dormant players.

2007 - 2010

VIP Team Lead

Rushmore Marketing Tel-Aviv

Dealt with any and all issues surrounding VIP satisfaction and care.

Achieved significant sales and new high level account goals.

Heavily negotiated coverage, allowances, benefits, additional compensation and continued patronage surrounding VIPs.

Reported directly to CEO to build, recruit and oversee a VIP Management team of three.

Tripled lost client percentage.

2005 - 2007

Retention Agent

AOL Jerusalem

Responsible for the retention of cancelling members to secure and further accounts.

Achieved an 77% save percentage and exceeded expectations. Assisted customer to review and pursue alternative online surfing options.

Education

2007 - 2010

Political Science and Government

Reichman University Herzliya

1994 - 2001

4 GCSE's

King Solomon High School London

Languages

English

Native

Hebrew

Advanced

Skills

Facebook Group Management asana Helpdesk Crisis Management

CRM Miro Analytic Dashboards Relationship Building

Creativity & Innovation