

# NIR DOMINITZ

*PPC Manager*

## WORK EXPERIENCE

PPC Manager and online shop owner with a strong track record. Since 2017, I've successfully managed E-commerce stores on Shopify and Etsy (CMS and CRM systems). My expertise lies in Google Ads and Facebook Ads, which have driven thousands of sales. I have a solid understanding of optimizing campaigns, analyzing customer behavior, and understanding market trends to maximize ROI. I've worked with advertising budgets ranging from ₪200,000 to ₪250,000.





## PPC RELATED SKILLS SET

- Google Ads (all ads)
- Google Ads Editor
- Facebook Ads (all ads)
- Excel (Pivot & VLOOKUP)
- Google Analytics GA4
- Google Tag Manager
- LinkedIn, YouTube, TikTok, Outbrain, and Taboola ads
- Canva and advanced AI marketing tools
- Optimization & Data Analysis

## MARKETING PHILOSOPHY AND APPROACH

Driven by a passion for understanding the psychological aspects of marketing, I dedicate time to deeply analyze the needs and desires of my target audience. By gaining insight into their motivations, I create effective marketing strategies that establish emotional connections and drive impactful results for my own online businesses.

## CONTACT

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## EDUCATION

- PPC Manager**  
DUKE Marketing  
2023
- Purchasing Management, Procurement, and Logistics**  
Israel Chamber of Commerce  
2014
- Practical Mechanical Aerospace Engineering**  
Israeli Air Force Technological College  
2005–2007

## SKILLS

- Teamwork
- Problem-solving
- Time management
- Analytical thinking
- Creativity
- Organized
- Strategic planning
- Positive attitude
- Fluent in English
- Native Hebrew