

# Shay Shalev

## E-Commerce | PPC Specialist

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## Summary

Empowering E-Commerce Brands with a Fresh Gen Z Perspective

As a member of Generation Z, I bring a dynamic and forward-thinking approach to the world of marketing.

**With 4 years of hands-on experience** across multiple e-commerce brands, I've honed my skills to transform businesses into standout successes.

## Softwares I Used



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## Experience (applies to all roles)

- Email Marketing
- Website Dev.
- Meta Ads
- Google Ads
- Branding & DeBranding
- Strategy
- UGC Content
- Shopify Management
- Social Media
- Product Photography
- Graphic Design
- Creative Editing & Planning



## Digital Marketing Manager

### Media Maven

Jun 2023 - Present (4 months)

After my role at my agency, decided to take action and learn from big media agencies to gain more experience and knowledge.

- Develop and execute PPC strategies for e-commerce campaigns, with an emphasis on achieving performance goals, such as conversion rate, ROAS, and overall campaign profitability.
- Manage and optimize large-scale PPC campaigns on platforms such as Google Ads, Facebook Ads, and native advertising platforms.
- Analyze campaign data and provide actionable insights and recommendations for continuous improvement.

## Agency Owner

### Kre8 Digital

Feb 2022 - Present (1 year 8 months)

At Kre8 Digital, I stepped into the dynamic world of digital marketing as an agency owner. Over the years, I've had the privilege of leading multiple e-commerce brand to life and boosting their ROAS across digital platforms.

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## Brand Manager

### Aveline Furniture

Feb 2023 - Aug 2023 (7 months)

Transforming Stock into a Thriving E-Commerce Brand

#### **Total Control, Total Transformation.**

The client handed me full control of every aspect of the brand, from pricing strategies to logistics, and everything in between.

We recently celebrated a **monthly revenue milestone of 100K in only 2 months of work**, a testament to the brand's appeal and our strategic approach. Even more remarkably, we achieved a remarkable **Return on Ad Spend (ROAS) of 528%**, showcasing the effectiveness of our marketing efforts.

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## Ecommerce Marketing Manager

### Safebook

Sep 2021 - Aug 2023 (2 years)

E-Com manager of an apparel company that sells clothing products and accessories to the work industry. such as work pants, shining vests, safety helmets, safety shoes, and more.

Created a very clear business strategy, managed social media across Meta platforms, created and designed ads for Meta ads, and managed the campaigns on Google & Meta.

**After 3 months of optimization and work, we managed to 3x sales and create more revenue for the business.**

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## Ecommerce Business Owner

### La Patte

Jan 2019 - Aug 2023 (4 years 8 months)

Started a fully remoted POD business that provides customers the ability to gift their loved ones gifts that are fully unique and memorable.

Basically, the customer uploads a photo he wants to be printed and we have a team of designers who sketch the design by hand.

**300K in sales in one year with a healthy profit margin.**

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## Education



### Revivim

Engineer's degree, Industrial Engineering

Jun 2018 - Jul 2020



### Hyperz

Digital Marketing

Mar 2020 - Nov 2020

