Gil Cimering

Mobile: 0587-187187 E-mail: cimering@gmail.com **,** www.linkedin.com/in/gil-cimering

Experience as a marcom admin & coordinator/ content & brand mangaer/marketing analyst/ info specialist and PR .
Works well under pressure and multiple tasks workload.

August 2020 – January 2023 - **Marcom manager & market research of ROSH Electroptics LTD** – Sole writer on website, employer branding , social networks, monthly newsletters via marketing automation. (leads analysis, A/B testing, etc.) Events coordinator.

June 2007 – Sept 2019 – **CKO, marcom & analyst at Palziv Group**
Chief Information Officer at an international plastic foam company.
Writing (Heb-Eng) of Marketing papers, web & social. Events coordination.
Managing the CI and IP (Patents & trademarks portfolio).
Business analyst and info specialist.
Products manager & US-EU client journey supervisor.
Preparing the Technical Data Sheets.
Regulations & standards officer for Israel and the EU.

July 2001- August 2006 – **YES TV - Head of the English EPG & website team**.
Content & marketing writer-editor (MarCom)
Writing Press Releases and marketing brochures.
Writing, editing & translating broadcasts schedule.

Education
2020 – Digital marketing – analytics, SEO, ads, Social marketing .

2001-2004 Bar Ilan University – Reporter diploma – (MA equivalent)

1995 - 2001 Moreshet Yaakov College - Bachelor of Education (BED) in Jewish studies
IDF service– Gunnery elite unit
1995 – 2001 Open University - Social science & humanities.

Languages level
Hebrew - Mother tongue.
English - Mother tongue.

Computer skills
Office suite (Word, Excel, PowerPoint), Priority, SQL - Qlikview, Mailchimp, Website writing, digital marketing (HackerU), Wordpress.
Internet deep-search, Information research.

Latest portfolio:
https://roshelop.co.il/category/news-testimonials/ https://did.li/Ouirl

https://www.palziv.com/downloads