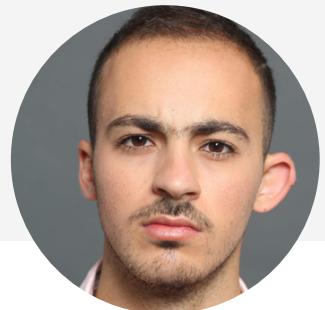


JACOB GOLDZWEIG

D I G I T A L P R O D U C E R



PROFILE

+972 50 3537 194

yaacobisrael95@gmail.com

ahela st. 9, eli, IL

EXPERIENCE

CASA AZUL

Mexico

2020-2023

- Business ownership: Founded and managed a successful backpackers' hostel in San Cristóbal de las Casas, Mexico.
- Strategic operations: Directed all aspects of hostel operations, including guest services, staff management, financial planning, and maintenance.
- Market penetration: Developed and executed marketing strategies to attract international backpackers, resulting in increased occupancy rates and enhanced profitability.

PEZKASHER

mexico

2015-2017

- **Business ownership:** Founded and managed a successful kosher seafood import-export company.
- **Strategic operations:** directed all aspect of business operations, including procurement, logistics, and distribution
- **Market penetration:** developed and implemented market strategies to expand the company's precense nationally and internationally, resulting in increase sales and profitability

AWM (ALL WHEEL MOTORSPORT)

mexico

2012-2015

- **Entrepreneurial role:** owned and operated automotive workshop.
- **Strategic marketing:** Developed and executed effective advertising campaigns.
- **Online presence management:** Created angaging social media content/

SKILLS

- Cost Optimization
- Supply Chain Management
- Contract Negotiation
- Budget Management
- Market Analysis
- Cross-Functional Collaboration
- Risk Management
- ERP Systems

EDUCATION

HIGH SCHOOL

Greengates School MX.

2009-2014

BACHELOR DEGREE

Universidad Iberoamericana, Mexico city Bachelor's degree in economics
2014-2017

University of British Columbia (ubc), vancouver, Canada. Exchange program
spring 2015