

NOFAR BEN SHABAT

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Highly motivated professional, experienced with SEO (Search Engine Optimization) principles, visual websites design, customer relations and project management. In the last three years managing a website design freelance business. Now, I'm eager to return to pursuing a full-time career. Creative and open to new ideas and willing to learn new techniques and technologies.

EXPERIENCE

WEBSITE DESIGNER

Freelance (Wix Partner) | 2020-2023
www.nofarbenshabat.com

- Managing and owning the business end-to-end. Planning, marketing, sales, execution and finances.
- Meeting clients in person or online to discuss the scope of our project.
- Conceptualizing creative ideas and website design.
- Testing and improving the design of existing websites.
- Establishing design guidelines, standards, and best practices.

PPC CAMPAIGN MANAGER

Webpals | 2016-2019

- Launch, optimize and manage high-budget acquisition campaigns.
- Target selected groups through keyword and audience research.
- Track daily, weekly & monthly KPIs to identify opportunities for monetization improvement and more efficient spend.

EMPLOYERS REFERENT

Altshuler | 2014-2016

- Manage and support partners of the employer's investments side.
- Create and analyze financial reports for the benefit of clients.
- Establish and develop internal training procedures.

SERVICE COORDINATOR

Synel-MII Payway | 2011-2012

- Assess the service needs of clients and linking them to the appropriate resources and providers.
- Manage the time schedule for 10 technicians.

EDUCATION

Business Administration and Management, Bachelor's Degree
Interdisciplinary Center, Herzliya
2012-2015

SKILLS

Wix
SEO (Search Engine Optimization)
Wordpress & Elementor
Canva
Jira
CRM Dynamics
Social Media Marketing
Google Ads & Facebook Ads
Google Analytics
Microsoft Office

MILITARY SERVICE

Reserve Unit, Israeli Air Force
2008-2010

LANGUAGES

Hebrew
Native or Bilingual Proficiency
English
Full Professional Proficiency