

## CONTENT MANAGER

### CONTACT



+972-50-977-7998



Dabushtamar@gmail.com



[linkedin.com/in/tamar-dabush](https://www.linkedin.com/in/tamar-dabush)

### LANGUAGES

Hebrew - Native

English - Fluent

### COMPETENCIES

Content Creation

Brand Messaging

Content Strategy Development

UX Writing

Community Management

Social Media Marketing

Copywriting

Project Management

Proficient in SEO

Proficient in Microsoft Office

Proficient in Canva

Proficient in Google Sheets & Docs

Proficient in CRM

Time Management

Team Training

Analytical Insight

### PROFILE

Experienced Content Manager skilled in engaging audiences with captivating content. Proficient in managing communication strategies and overseeing projects while enhancing app experiences. Utilizes data-driven insights to refine content and execute effective promotion tactics. A collaborative team player committed to delivering compelling and memorable experiences through strategic storytelling.

### WORK EXPERIENCE

#### Content Manager & Community Manager

Yango Deli (Yandex Group) | Tel Aviv

2022-2023

- Managed the couriers' community and communication strategies
- Oversaw content projects from conception to completion, ensuring compliance with deadlines and budgets
- Collaborated on enhancing the user experience of the couriers' app
- Implemented engaging strategies and features to drive active user interaction within the app
- Ensured integration of communication features
- Developed and executed targeted training programs for the team, resulting in improvement in SLA response and resolution times
- Utilized data-driven insights to measure content performance and refine content strategies
- Developed effective content promotion strategies to increase reach and engagement across digital channels

#### Junior Content Manager

Yango Deli (Yandex Group) | Tel Aviv

2021-2022

- Crafted persuasive copies in English and Hebrew
- Implemented branding strategies
- Delivered macros and curated content
- Ensured consistency in brand voice and messaging across various content channels and platforms
- Utilized CRM for communication purposes
- Delivered carefully curated content to maintain audience interest and satisfaction
- Collaborated with diverse teams including marketing, legal, design, and product to align content with business objectives

#### Copywriter

Self-employed

2017-2021

- Produced captivating content in English and Hebrew for diverse clients
- Developed imaginative marketing materials, including website copies, blog posts, and social media content
- Collaborated closely with clients and marketing teams to ensure seamless brand messaging and tone
- Delivered engaging storytelling that resonated with target audiences
- Managed multiple projects simultaneously and meet tight deadlines without compromising quality
- Monitored and analyzed content performance metrics
- Adapted writing style to align with brand objectives, fostering brand loyalty and customer engagement