

NIR DOMINITZ

PPC Manager

WORK EXPERIENCE

PPC Manager and online shop owner with a strong track record. Since 2017, I've successfully managed E-commerce stores on Shopify and Etsy (CMS and CRM systems). My expertise lies in Google Ads and Facebook Ads, which have driven thousands of sales. I have a solid understanding of optimizing campaigns, analyzing customer behavior, and understanding market trends to maximize ROI. I've worked with advertising budgets ranging from ₪200,000 to ₪250,000.

PPC RELATED SKILLS SET

- **Google Ads (all ads)**
- **Google Ads Editor**
- **Facebook Ads (all ads)**
- **Excel (Pivot & VLOOKUP)**
- **Google Analytics GA4**
- **Google Tag Manager**
- **LinkedIn, YouTube, TikTok, Outbrain, and Taboola ads**
- **Canva and advanced AI marketing tools**
- **Optimization & Data Analysis**

MARKETING PHILOSOPHY AND APPROACH

Driven by a passion for understanding the psychological aspects of marketing, I dedicate time to deeply analyze the needs and desires of my target audience. By gaining insight into their motivations, I create effective marketing strategies that establish emotional connections and drive impactful results for my own online businesses.

CONTACT

-  +9720545495228
-  nir.dominitz.nd@gmail.com
-  Tel Aviv
-  linkedin.com/in/nir-dominitz-b45844156/

EDUCATION

PPC Manager
DUKE Marketing
2023

Purchasing Management, Procurement, and Logistics
Israel Chamber of Commerce
2014

Practical Mechanical Aerospace Engineering
Israeli Air Force Technological College
2005–2007

SKILLS

- **Teamwork**
- **Problem-solving**
- **Time management**
- **Analytical thinking**
- **Creativity**
- **Organized**
- **Strategic planning**
- **Positive attitude**
- **Fluent in English**
- **Native Hebrew**