

## EDUCATION

- 2021 - 2023** M.B.A. in Management in the Digital Age, Reichman University.  
**2015 - 2018** B.A. in Psychology - Specialization in communication, Reichman University.

## EXPERIENCE

### **2022-2023 Business Account Manager - Trigo**

#### *Sales Department*

- Managed and optimized the entire sales process from lead generation to negotiation and contract closure, ensuring alignment with marketing campaigns and strategies.
- Acted as the primary point of contact for clients, maintaining and expanding a comprehensive lead database to support targeted marketing efforts and personalized communication strategies.
- Collaborated with marketing team to develop and execute customer retention campaigns based on insights from customer health metrics, enhancing brand loyalty and driving repeat business.
- Achieved 120% above business objectives by integrating meticulous account maintenance, data-driven decision-making, and strategic upselling.

### **2020-2021 E-commerce website manager - Nuni**

#### *Sales and Marketing Department*

- Managed and operated a global E-commerce website, overseeing online sales, web design, user experience, and marketing campaigns, ensuring seamless logistics integration.
- Analyzed customer data and website analytics to optimize user experience and inform targeted marketing campaigns, resulting in increased conversion rates and customer retention.
- Managed social media channels to enhance brand presence, engage with customers, and drive website traffic, resulting in increased brand visibility and customer engagement across platforms.
- Implemented an advanced online system for streamlined inventory management and payment synchronization, enabling swift issue resolution and enhanced marketing support.

### **2018-2019 Procurement Management - Aroma israel**

- Spearheaded the development and improvement of supply chain processes within the procurement network.
- Formulated and managed a comprehensive work plan to monitor product supply and delivery.
- Analyzed reports to measure and improve product lines supplied to branches, successfully identifying consumption trends.

### **2016-2017 Customer Service Management - Aroma israel**

- Managed service operations across branches, offering constructive feedback to enhance performance.
- Developed practical tools for handling challenging situations during sales and service processes, refining procedures, and reinforcing service values.

## **Israeli Defense Force**

### **2013-2015 Coordinator of Coordinator of Education and Land Acknowledgment, Chavaya - Unit Oketz.**

- Graduated the course with distinction.

## **Additional Qualifications**

- Language: Hebrew (native speaker), English (fluent).
- MS Office – full suite, Zendesk, Salesforce CRM.