

Adel Oif
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Education

Sep 2018 – Jun 2022 Royal Holloway University of London, Egham, UK

Qualification type: BSc Management and Marketing

Final grade: Lower Second-Class Honor's

Sep 2009 – Jun 2015 HAKFAR HAYAROK Senior School, Israel

Qualification type: Teudat Bagrut; **Grade obtained:** 85%

Modules: The Old Testament (88%), Hebrew (83%), English (88%), History (89%), Civil Law (81%), Mathematics (63%), Jewish Thought (92%), Biology (87%), Health Science (82%), Literature (88%), Chemistry (83%)

Sep 2003 – Jun 2009 RAZIEL Primary School, Israel

Professional Experience

Sep 2021 – Apr 2022 Vitesse FC, Project Manager in Marketing Department, Arnhem, Netherlands

- Researched and analyzed more than 40 international and domestic football club membership schemes.
- Providing a different insight on club's fan engagement base.
- Organized and led interviews with marketing leads of several football club's (Chelsea FC/ Utrecht FC/ Twente FC/ Maccabi Haifa/ Club Brugge).
- Led the social media content pages (Tik Tok / IG)- ideas/ videos/pictures/ challenges and directed the team with the most accurate and popular content to increase fan engagement and brand awareness.
- Presented a marketing benchmark plan in order to increase the awareness of the club membership.
- Analyzed club's sales statistics in order to develop a suitable membership business plan.
- Examined fan engagement and interests within the club.
- Proposed new marketing ideas to better promote the club on social media platforms.
- Organized and supervised Vitesse FC Children Club events to increase club awareness and engage as many kids and parents as possible.
- Created and presented a full marketing plan introducing the new Vitesse 2022/23 membership scheme (stats/ methods and strategy of application/ pricing map etc.) based upon an extensive research.
- Produced an extensive analysis of the international and domestic website benchmarking.
- Suggested a new approach to translate some of the club's website parts to gain international brand awareness.
- Assisted designing the new Vitesse FC international website.
- Gained valuable experience of working in an international environment whilst communicating effectively. I learnt various aspects and techniques that go into developing marketing strategy.

May 2019- Jun 2019 Chelsea FC, Summer Intern in Marketing Department, London, UK

- Created content pages and launched fan related articles.
- Suggested new promoting ideas in marketing meetings for the upcoming season.
- Researched the fan club proposition at Premier League clubs as well as American Football and Basketball franchises.
- Proposed new marketing ideas to improve Fan club.
- Analyzed Junior Blues and Youth marketing log and researched JB campaigns since launch.
- Researched USA entertainment organizations in order to gain insight into youth activation techniques.
- Gathered ideas for open training sessions and player signing using innovative marketing strategy.
- Designed survey to understand what fans willing to get from the club.
- Developed new fan club marketing ideas in order to increase the number of memberships purchased throughout the year.

- Generated emailing communications ideas.
- Pulled together partner campaign report.
- Produced an analysis of competitor offerings: membership benefits and web/app products.

Jun 2017 – Dec 2017 Ramat Aviv Medical Centre, Communication & marketing assistant, Ramat Aviv, Israel

- Developed and implemented campaigns for email, online, search engines and direct mail advertising.
- Created introductory presentation deck focusing on services for Russian speaking clients.
- Improved the selling-buying relations between the Doctors and the Medical center.
- Organized the upfront surgery schedule.

Feb 2016 – May 2017 Israel Defense Forces (IDF), Social Worker, Israel

- Day-to-day contact for the soldiers who needed some help due to psychological nature, family related or Financial issues through volunteering events money raising events.

Oct 2015 – Feb 2016 Ramat Aviv Medical Centre, Front desk assistant, Ramat Aviv, Israel

- Keeping organizational schedule up to date
- Responsible for the well-being of the client throughout the entire medical process
- Responsible for the communication between the client and the medical team
- Responsible for the communications between front and back office

Oct 2015 – Dec 2017 Limor Rose Dance Academy, Part-time contemporary dance instructor, Netanya, Israel.

Extra-Curricular Activities

- Founder and active member of Contemporary and Street Dance Society at the Royal Holloway University of London.
- An active volunteer at Royal Holloway ‘International kitchen’ team which involves an intensive team work and high volume of organization.
- Instagram business page - self-promotion, self-management and advertising, using social media as useful platform for a dancer.
- Participated in several music videos and fashion shows across Israel, involved high level of team work, communication and time managing.
- Applied a new promotion system at royal Holloway University of London ‘Medicine’ night club.
- Barcelona 2015 DWC International Dance contest participant, first place award.
- I am proud to have participated in the creation of V-Up dance studio. My part was to find clients, Advertise events and handle the customer support. Thanks to the team efforts, the dance studio grew its student base by 500% in our first year (From 5 monthly payers to an average of 25 monthly payers).
- At high school I enjoyed helping students from low-income families to improve their everyday life by teaching them how to dance. Apart from being enthusiastic, the process included coordinating between the school faculty, city council and the parents’ agreement.

UK Status

- Tier 4 (General) student visa

Language Skills

- Native: Hebrew (spoken and written); Fluent: English and Russian (spoken and written)

Computer Skills

- Intermediary knowledge of the Microsoft Office (Excel, Word, PowerPoint)
Reference available upon request