

EXPERIENCE

Head of Growth 2022 - Present
Richkid Digital

- Develop and execute a comprehensive marketing strategy
- Target and engage new prospects and potential business partners
- Manage and refine sales team results and a media performance manager

Marketing Manager 2019 - 2022
CTI Coaching School & TreiStar - Organizational Coaching

- Lead both B2B and B2C marketing activity including PPC, LinkedIn outreach, SEO and Social Media
- Supervise sales team activities and performance
- Build a coaching community to encourage brand advocacy and referrals

Social Media Account Manager 2016 - 2018
Hooligans – Digital Agency

- Strategize and execute social media activity for global and local brands
- Create engaging content by working with cross functional teams
- Manage and enhance multiple campaigns

Spokesperson 2014 - 2015
The Conservative Movement in Israel

- Oversee all PR activities, plan and implement initiatives to increase media exposure.
- Create impactful content and monitor all material released to ensure quality and consistency of all messages.
- Maintain close relationships with reporters, community leaders and government officials

EDUCATION

B.A. in Political Science 2009 - 2013
The Hebrew University in Jerusalem
Extracurricular Activities: Editor at "Pi-Haton", University's newspaper

PPC, Habetzefer 2019
SEO, John Bryce 2016
WordPress, John Bryce 2015

ADDITIONAL SKILLS

Experienced
All Microsoft Programs, Photoshop, Google Drive, Zapier, Monday, Insightly

LANGUAGE

Hebrew
Mother tongue

English
Mother Tongue (U.S. Citizen)