

# Roni Zedek

## Marketing, Projects and Community Manager

Experienced marketing professional with more than 6 years of expertise in organic marketing. Demonstrated success in enhancing customer engagement, retention and acquisition. Collaborated with a range of clients, including C-suite executives and government ministries. Skilled in generating demand through community involvement and establishing strategic alliances.

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## Work Experience

### Marketing & Projects Manager | Freelance (2020-2024)

Leads organizations to growth through A-Z Marketing Operations- organic marketing, design and branding from concept to completion, working hand in hand with multiple stakeholders.

- Worked with various clients, among them: the US Embassy, Reichman University, Dobkin PR Firm, Knesset Members, Bezalel Arts Academy, Mofet Institute, The Hackautism, etc.
- Project manager at *Eliav Alaluf Storymaking Agency* (2022-2023). Initiated an online course which increased ARR by 30% and managed salespeople and vendors.
- Contract content strategist at *The Israeli Center for Addictions* (NGO), (2021-2022). Raised exposure by 180% in social media, led rebranding, wrote influencers' scripts & PR communications, influenced Ministry of Health policy through awareness campaigns.

### International Project Manager | Ministry of Foreign Affairs (2018-2019)

- Led 30 teachers from Israel and developing countries in collaborative learning yearly process, using innovative educational technologies, fostering international educational exchanges.
- Organized program's closing ceremony for 50 diplomats from developing countries.

### Educational Coordinator | Perach National Mentorship Program (2017-2018)

### Antisemitism Blog Reporter | Anti-Defamation League (2016-2017)

### Teacher & Community Manager | National Service (2015-2016)

## Social Activity

### Community Manager and Founder | Tech4Ed (Side project since 2022)

- Founded Israel's largest high-tech & education community with over 6000 members
- Produced an international youth Hackathon against Antisemitism, involving 400 students across three continents, supported by the Ministry of the Diaspora with a \$37,000 grant.
- Operated Mentorship programs for youth since 2022, and an SOS-school during the war
- Organized high-end summits with Microsoft, Google, Fiverr, Elementor and JFrog.

## Education

### The Hebrew University of Jerusalem

#### MA at Glocal- Global Community Development, 2023-2024 (GPA 87)

- Intern as a Coordinator of volunteers (4 months); *Project TEN, Mexico (JAFI)*
- Research assistant, *Reichman University ESG Institute*

#### BA at International Relations and Education, 2016-2019 (GPA 90)

- Students' Representative for 2 years, promoting students' wellbeing
- Research assistant, *the Ministry of Education*- policy applicative study
- Participant at *Model UN* and "*Israel 2050*", socio-economic leadership Project

## Languages

Hebrew - Native | English - Fluent | Spanish - Conversational | German - Basic