

Maayan Groisman

An analytical person and languages lover with great experience in research, content writing, journalism, and account management.

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EXPERIENCE

Codere Israel

JUNE 2021-PRESENT

PPC Account Manager

- Managing large-scale online campaigns of sports betting and casino in Mexico, while working in the Spanish language.
- Researching and analyzing main trends regarding users' searches and behaviors.
- managing monthly budgets of million Euros across Google and Bing search and App campaigns.
- Writing and editing creatives for campaigns in the Spanish language.

Monfort Advisory Group

DECEMBER 2019-MAY 2021

Business Intelligence Analyst and Head of Arabic Team

- Managing a team of four analysts conducting due diligence checks on Arab companies in the Middle East
- Communicating daily with international clients, answering their queries and discussing potential projects.
- Extracting data on companies' business model, reputation and legal records and writing comprehensive reports summarizing the findings.

Association of Craft and Industry

2018 - 2019

Customer Success Manager

- Serving as the point of contact for SMBs with regards to regulatory problems
- Renewing customers' contracts, liaising with new potential clients and recruiting them.
- Writing marketing content for the organization's website and social media pages and crafting whitepapers on the distress of small businesses in Israel.

The Jerusalem Post

2016 - 2017

Middle East Correspondent

- Created daily reports on major political and economic developments in the Middle East
- worked with a host of stakeholders in the newspaper to decide which issues should be covered

Prime Minister's Office

2014 - 2015

Media Analyst

- Orchestrated and coordinated various projects regarding the presence of the Israeli government in the local media.

- Created a daily report elaborating the perception of Israel in the Arab media.
 - Developed new initiatives to deliver on time reports to the PM's media team.
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EDUCATION

Udemy online courses

2019

Google Adwords course

A comprehensive and detailed course introducing the system of Google Adwords.

The Hebrew University of Jerusalem

OCTOBER 2011 - JUNE 2014

Bachelor of Social Science

A graduate of International Relations and Political Science. I finished my degree with an average of 90.

CERTIFICATIONS

Google Ad Search Certification

DECEMBER 2019

Google

MILITARY SERVICE

Israel Defense Forces, April 2009 - June 2011

Translator and team leader at the Intelligence unit 8200. I engaged in key words research to discover relevant intelligence information and worked with a number of advanced information systems.

COMPUTER SKILLS

Software:

- Google Adwords
 - MS Office (Word, a high proficiency in Excel, Power Point)
 - Outlook
 - GIS
 - SQL (basic knowledge)
 - Five points Bagrut in C++ programming and HTML
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LANGUAGES

Hebrew (Native proficiency), English (Full professional proficiency), Mandarin (Elementary proficiency), Arabic (Full professional proficiency), Spanish (Full professional proficiency)
