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Profile

Creative and tech oriented Content Creator & Marketing Coordinator with extensive writing, proofreading and marketing management experience.

Work Experience

Immigration Volunteer 5/2022 - present

- Counseling and guidance of new immigrants on their first steps in Israel

Marketing Lead - Orbs - 10/2021 - 5/2022

- Supporting the Business Development team with developing a marketing roadmap, content, strategy, tailored messaging with direct reach-out campaigns and deal making.
- Leading content development for marketing materials that demonstrates the company's value and position.
- Developing and executing a calendar for events, sponsorships and speaking opportunities

Marketing & Business Development Manager - cedex.com - 6/2019 - 09/2021

- Researching businesses and individuals to identify new partnerships and viable income streams
- Managing relationships with current clients, identifying new prospects and communicating with key decision-makers in the industry
- Conveying new product developments to prospective clients
- Monitoring the development of marketing content

Marketing Coordinator - cedex.com - 11/2018 to 6/2019

- Development and implementation of the company content activities across multiple channels: company website, social media sources, micro-copy, blogs.
- Managing outsourced service providers: PR, content writers, translators, designers, developers, etc.
- Planning and managing events, conferences, meetings and roadshows to establish company promotion and brand awareness.
- Communicating with relevant contacts, developing schedules and coordinating mailing lists.

Marketing Content Manager - invest.com - 12/2017 to 11/2018

- Working closely with product, design, media and SEO teams to produce and edit content.
- Contributing to other content projects such as ebooks, user guides, userinteractive content (magazines, video content, animated content, quizzes, interviews, etc.)
- Bringing innovative ideas to multiply the blog subscribers, convert more visitors into leads and expand the blogs' overall accessibility.

English as a Foreign Language Faculty Instructor - Bar Ilan university - 10/2014 to 09/2017

- Providing advanced tutorial services for highly motivated EFL students
- Working with students with specific writing problems as well as MA and PhD students who require individual assistance with their assignments

Education - Bar Ilan university, Ramat Gan, Israel

- BACHELOR OF ARTS: ENGLISH LITERATURE & LINGUISTICS 2013/ 2016
- MASTER OF ARTS: ENGLISH LITERATURE 2016/ 2019

Personal Qualities

- Respects and follows work ethics, dedicated team player, easygoing, quick learner, punctual and professional, creative minded, problem solver, time management skills
- **Languages**
 - Russian & Ukrainian: mother tongue
 - English & Hebrew: mother tongue level proficiency
- **Computer Skills**
 - Word, Powerpoint, Excel, Outlook, Jira; Wordpress, WIX, GitHub.

[Writing samples](#)

References available upon request.