

# NOFAR BEN SHABAT

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 052-2805796

 Givat Shmuel

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Highly motivated professional, experienced with SEO (Search Engine Optimization) principles, visual websites design, customer relations and project management. In the last three years managing a website design freelance business. Now, I'm eager to return to pursuing a full-time career. Creative and open to new ideas and willing to learn new techniques and technologies.

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## EXPERIENCE

### WEBSITE DESIGNER

#### Freelance (Wix Partner) | 2020-2023

[www.nofarbenshabat.com](http://www.nofarbenshabat.com)

- Managing and owning the business end-to-end. Planning, marketing, sales, execution and finances.
- Meeting clients in person or online to discuss the scope of our project.
- Conceptualizing creative ideas and website design.
- Testing and improving the design of existing websites.
- Establishing design guidelines, standards, and best practices.

### PPC CAMPAIGN MANAGER

#### Webpals | 2016-2019

- Launch, optimize and manage high-budget acquisition campaigns.
- Target selected groups through keyword and audience research.
- Track daily, weekly & monthly KPIs to identify opportunities for monetization improvement and more efficient spend.

### EMPLOYERS REFERENT

#### Altshuler | 2014-2016

- Manage and support partners of the employer's investments side.
- Create and analyze financial reports for the benefit of clients.
- Establish and develop internal training procedures.

### SERVICE COORDINATOR

#### Synel-MII Payway | 2011-2012

- Assess the service needs of clients and linking them to the appropriate resources and providers.
- Manage the time schedule for 10 technicians.

## EDUCATION

### Business Administration and Management, Bachelor's Degree

Interdisciplinary Center, Herzliya

2012-2015

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## SKILLS

Wix

SEO (Search Engine Optimization)

Wordpress & Elementor

Canva

Jira

CRM Dynamics

Social Media Marketing

Google Ads & Facebook Ads

Google Analytics

Microsoft Office

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## MILITARY SERVICE

Reserve Unit, Israeli Air Force

2008-2010

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## LANGUAGES

Hebrew

Native or Bilingual Proficiency

English

Full Professional Proficiency