

## **CURRICULUM VITAE**

### **ADI KASIR**

#### **PERSONAL INFORMATION**

Date of birth: 21.5.1991

Country of birth: Israel

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#### **EDUCATION**

- 2023 - PPC campaign managers course at Digitalent
- 2011 – 2017 - Studies at the Hebrew University, Jerusalem, Israel in the combined program for law studies and a master's degree in business administration.
- 2017 - master's degree in business administration (**MB. A**) in the program of organizational management.
- 2016 - Bachelor of Laws (**LL. B**).
- 2013-2014 - Semester studies in London at the CTLS Center (Center for Transnational Legal Studies), a branch of Georgetown University.
- 2009-1997 – Keshet elementary and high school in Jerusalem - Extended studies (5 units) in literature, mathematics, and English.

#### **CERTIFICATIONS**

- 14.12.2016 - lawyer (license number 76543). Member of the Israel Bar Association since January 2017.
- 5.2023 - Google Ads Search Certification.

#### **WORKING EXPERIENCE**

- 10/2020 – now: Owner of ecommerce stores that I established. The work includes market research, managing PPC campaigns in all relevant digital channels (Facebook, Google and other networks), locating products and designing them, generating feasibility reports, handling website design, recruitment and management of employee and more.

- 2019-2020 - Manager of technological risks in the consulting department at KPMG. As part of the position, I dealt with risk management of clients and new projects such as legal and technological background checks, conflicts of interest in Israel and abroad. I was also involved in new projects.
- 2018-2019 - Human resources manager at "Ulpan Or" (an international school for learning Hebrew). The work included recruitment of personnel, responsibility for training new employees and dealing with their welfare, salary conditions, social benefits, interviews, placement, employment contracts and more.
- 2017-2019 – A tennis coach of teams of all ages and at different levels.
- 2016-2017 - Responsible for email marketing at "My Story".
- 2015-2016 - Internship in the fiscal department at the office of state attorney. As part of the internship, I helped in writing legal opinions in addition to accompanying and assisting attorneys in their appearance before the Supreme Court. The position required skills such as writing, analyzing, and thinking outside the box.
- 2011 – 2015 - Various student jobs - an undercover client, conducting surveys on the "Mederg" website and more. These jobs required training abilities, improvisation skills and synchronization between different parties.

#### **MILITARY SERVICE**

- 2009- 2011 - Service in the Intelligence Corps unit 8200. As part of my duties, I was responsible for managing teams, in situations that required multitasking and coping with pressure. I went through a long training for my position, and I continuously learned throughout the service while analyzing complex situations.

#### **VOLUNTEERING AND SOCIAL INVOLVEMENT**

- 2014-2020 - Personal accompaniment of youth from diverse communities.
- 2012 - Volunteering as part of "PERACH" (tutoring needy children from underprivileged backgrounds).
- 2007 – Instructor in the after school program at the "HaShalom" school in Malha.
- 2006 – Assisting children in homework at "Yotzer Or" project.

#### **GENERAL**

- Computers & software skills - Microsoft Word, Excel, PowerPoint, Canva, Shopify.
- Languages – Hebrew - Mother tongue level, English – very good.