Netanel Marchum

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About me

Motivated Computer Science student at The Open University of Israel (specializing in Cybersecurity) with a strong track record of independent learning and entrepreneurship. Founder of two successful businesses in the US and Israel, combining technical expertise in **Web Development and Marketing Automation** with creative branding strategies. Experienced in full-stack project management, from building websites and configuring network simulations to executing digital campaigns.

TECHNICAL SKILLS

Languages & Code: C, Python, Assembly, HTML, CSS.

Networking & Cyber: Cisco Packet Tracer, Network Security (VLANs, OSPF).

Tools & Platforms: Marketing Automation (Zapier/Make), Web Development (WordPress), Social Media Management, Graphic Design and video.

Data Science: Machine Learning (KNN models), Data Preprocessing.

PROFESSIONAL EXPERIENCE

Co-Founder & Owner | **Yalla Booth** (New Jersey, USA) *August 2025 – Present*

Founded and scaled a successful photo booth and event services business in New Jersey and NYC.

Technical Implementation: Built the company website from scratch and implemented **marketing automation workflows** to streamline lead generation and customer follow-ups.

Manage full business operations, including client relations, logistics, and digital marketing campaigns using advanced targeting strategies.

Social Media Manager | **Cubico** (Manhattan, NY) *Jan 2025 – Jan 2026*

Manage end-to-end social media presence for a creative shared office space, including photography, content creation, and editing for LinkedIn and Instagram.

Designed and curated a customized visual feed tailored to the company's brand identity and marketing strategy.

Initiated and promoted events and lectures, successfully attracting new clients and increasing brand visibility.

Business Owner | **Cover Design Studio** *Apr 2023 – Present*

Founded a graphic design and branding agency specializing in the music industry.

Web & Tech: Developed the business website and utilized digital tools to create tailored visual assets (banners, lyric videos).

Executed data-driven marketing strategies to build a loyal clientele base and ensure sustainable financial growth.

PROJECTS

Network Simulation & Security (Project Tikshuv) | *Cisco Packet Tracer*

Designed a complex network simulation for a multi-branch enterprise using Metro Ethernet.

Implemented rigorous security protocols including Port Security, VLAN segmentation, and router hardening.

Configured OSPF routing, "Router on a Stick," and deployed essential services (HTTP, Mail, DHCP) alongside Wi-Fi infrastructure for each branch.

Assembler Development | *C Language*

Developed a fully functional assembler in C that translates custom assembly language into machine code.

Demonstrated deep understanding of low-level computing and memory management.

Medical Cost Prediction Model | *Python & Machine Learning*

Built a K-Nearest Neighbors (KNN) model to predict medical insurance costs based on patient data (BMI, age, region).

Performed data preprocessing, feature scaling, and model evaluation to optimize prediction accuracy.

EDUCATION

B.Sc. in Computer Science (Specialization in Cybersecurity) The Open University of Israel *Oct 2022 – Expected Graduation: Early 2027*

Key Coursework: Data Structures, Algorithms, Operating Systems, Network Security.

Sitrin Technological College *2019 – 2022*

Mathematics (5 units), English (5 units), Computer Science (5 units), Tikshuv-computer network(10 units).

Graduated with Honors (Ministry of Education Excellence Award).

GPA: 114/120.

LANGUAGES

Hebrew: Native

English: Great