

NETANEL MARCHUM

Student computer Science | Business @studiocoverdesign.com

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SUMMARY

I am a self-motivated Computer Science student at The Open University of Israel, specializing in cybersecurity, with a proven track record of independent learning. From mastering 5 units of mathematics in high school without a teacher to excelling in computer networks at Sitrin Technological College, I thrive in challenging environments. As the founder of Cover Design Studio, I honed skills in graphic design, branding, and digital marketing, building a successful business through strategic planning and client satisfaction. My technical expertise shines in projects like developing a C-based assembler, a K-Nearest Neighbors model for medical cost prediction, and a secure network simulation using Cisco Packet Tracer. Driven by a passion for problem-solving and innovation, I am eager to apply my self-directed learning and diverse skill set to impactful roles in computer science and cybersecurity.

EXPERIENCE

Social Media Manager

Cubico

01/2025 - Present Manhattan, NY

Creative Shared Officespace

- Responsible for social media management, 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 aimed at attracting new clients and increasing brand visibility.

Business Owner

Cover Design Studio

04/2023 - Present

I am an entrepreneur with two years of experience as a self-employed manager. I developed the strategy, branding, design, marketing, and website for my business - Specialized in graphic design catering to musicians by creating tailored banners, lyric videos, and other visual assets.

- Established and managed my own business successfully.
- Proactively attracted clients through innovative marketing strategies and ensured their satisfaction by delivering high-quality services.
- Handled the financial aspects of the business efficiently, ensuring a healthy financial status and sustainable growth.
- Built a loyal clientele base and maintained long-lasting relationships with satisfied customers.

EDUCATION

Bachelor of Science - BS, Computer Science

The Open University of Israel

10/2022 - About May/2026

- Specialization in cyber security

Computer Science

Sitrin Technological College, Sitrin village

01/2019 - 07/2022

- 5 units in Math, Computer Science, and English
 - 10 units in Computer Networks (Tikshuv)
- Ministry of Education Excellence Award Recipient

GPA

114 / 120

LANGUAGES

English

Advanced



Hebrew

Native



PROJECTS

project assembly

📅 06/2023 - 10/2023

https://github.com/netanelMarchum/project_assembly

- **Developed an assembler in C** – a program that translates a custom-defined assembly language into machine code, designed specifically for this project.

Medical cost project using KNN - Data Science

📅 04/2022 - 07/2022 📍 Location

🔗 <https://colab.research.google.com/drive/13wQ2kYXzx-4ppXbn-iesHoXLxtQKYHIE>

Developed a machine learning model using K-Nearest Neighbors to predict individual medical insurance costs based on features like age, BMI, smoking status, and region. Focused on data preprocessing, feature scaling, and model evaluation to improve prediction accuracy.

Project Tikshuv - Check Point

📅 02/2022 - 06/2022

Use the Cisco Packet Tracer software simulation to simulate the network in both the physical and logical worlds.

I built a network that includes 3 branches of the company in Israel, each branch has different departments and the branches are connected to each other using Metro Ethernet technology.

I implemented security on the branch using port security, passwords on the routers and switches, and division into VLANs. In addition, I did routing between the departments, with the help of routing on a stick and using the OSPF protocol.

I added a wireless network (WIFI) on each of the floors in each branch, beyond that I set up different mail, HTTP and more servers.

- What was a successful outcome of your work? (e.g. Raised \$3,000 for the charity)

CarRace

📅 07/2020 - 07/2020

Hackathon 2022 by TechLift(8200) - build car game with Corona and mask.

- **Game Programming and Development** - Project using PyGame software infrastructure - Car Race