CV Dor Cohen

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**General**

Full Matriculation Certificates

Graduate of the Digital Marketing course (6 months) at HackerU College

I completed a 50-hour Full-Stack course in Udemy,

in addition I further expanded my knowledge in learning through "the odin project"

Feels satisfied and with a desire to learn and develop as a Web Developer

Knowledge of web design, responsiveness, branding.

Hebrew native language, high level English.

**Skills**

* Knowledge of building pages, websites and functionality through HTML, CSS, JavaScript
* Knowledge of building websites through WordPress, a blank template through Elementor pro, Avada.
* Knowledge in managing sponsored campaigns (PPC / CPM) in Google Ads, Facebook, Taboola, Outbrain.

While monitoring campaigns and performing A\B tests and data analysis.

* Knowledge in SEO, on site, off site.
* Creative head, ability to learn and work independently.
* Tools Google Tag Manager, Google Analytics, Google search console etc…
* Good knowledge with Excel for data analysis.
* Knowledge of in-depth keyword research including analysis of competitors and potential identification.

**Work Experience**

**Medton-hedim - 2022:** Currently works for medton-hedim in the digital marketing department.

Manages sponsored campaigns on facebook, google with a high monthly budget,

I built two websites for the company and also landing pages with Elementor pro and avada with blank template.

* [myhearing.co.il](https://myhearing.co.il/)
* <http://a152765-tmp.s1002.upress.link/>

SEO on site, off site

**Verifone - 2019-2021:** Work as a technical support representative for businesses in troubleshooting computerized payment systems such as: payment terminals, applications, smart cash registers. From small to large businesses in VeriFone.

Working with many technological interfaces, providing professional service and human treatment and high service consciousness, creative head for troubleshooting, creativity and meeting stressful situations and goals.

**2019-2020:** I had a digital business.

I built websites and sold products through the internet to a mostly US audience.

**Military background**

Full 3 years of military service in the Military Police Corps. As a security inspector at security crossings.