**Education**

* 2021-Present: **Master's Degree in Government and Public Policy**, The Open University.
* 2017-2020: **Bachelor of Science, Political Science and Communication**, The Open University.
* 2008-2011: **High school education and specialization in design**, Ben Gurion High School Ness Ziona.

**Skills**

* WordPress, Photoshop, PowerPoint, Word, HTML, SEO, Premier

**Work Experience**

**2020-Present**: Content Manager at the Digital Advertising Agency, **MXI Digital**

* Building and managing marketing strategies and content for a variety of organizations and companies, such as: The National Transplant Center (ADI), JNF, The Raphael Company, The Gordon Academic College and Friends of Israel Museum.
* Building a monthly and annual work plan, promoting and executing marketing plans, formulating a strategy with the various state channels and market research.
* Performing optimization and data analysis of the marketing moves. Working with Google Analytics and various analysis tools for measuring performance, evaluating procedures and formulating insights and conclusions.
* Initiation, advertisement and production of various different content, including research work before the writing phase.

**2017-2020**: Vice President Spokesperson in the **Ministry of Agriculture and Rural Development**

* Held a significant role in building a media and advertising program for public awareness - defending against the salmonella bacterium, the entry of locust swarms into the country, the damage to agriculture in the Gaza Strip, and various campaigns and open days of the ministry.
* Worked in all media channels, including New Media.
* Regular response to reporter inquiries: drafting responses, assisting with interviews, open days, press briefings and background talks.
* Work interface management and content writing for various New Media tools, such as: Facebook and YouTube.
* Counseling and supervision of sponsored campaigns (Facebook and Google).
* Initiation, marketing and production of articles and interviews, including research, press releases writing and their distribution.
* Cooperation with other government ministries.
* Ongoing interface with various parties in the office and with suppliers (external parties).

**Notable Projects**

Director of the New Media Department **at the Ness Ziona Football Club**

* Establishment of the Original/Initial New Media system in 2016.
* Team management and taking a significant part in raising brand awareness.

Among the things I took part in: preparing a marketing plan with an emphasis on target audience (persona building), transferring the rebranding process, building and operating a Facebook chatbot, long-term strategic planning, creativity and execution of subscription campaigns. Work in media channels, including New Media channels.

* Campaign management, data analysis and optimization (working with Facebook ad).
* Initiation, marketing and production of articles and interviews, including research for the club's official website.
* Spokesperson duties - press release writing and regular response to reporters’ inquiries: interviews, live games updates, press briefings, etc.

**Military Service**

**2014-2011:** Combat fighter in the Artillery Corps, released with the rank of First Sergeant.

**Languages**

* **Hebrew:** Mother tongue
* **English:** Fluent