
EXPERIENCE

Insight Marketing Solutions - Social Media Manager

2019 - 2019

- Social media marketing strategy for clients from different fields of industry.
- Graphic design & copywriting for posts & newsletters.

Invoice4u - Social Media Manager

2016 - 2017

- Planning and building social media marketing strategy including activity result analysis.
- Conducting reports, changing and improving social media activities, as well as expanding operations by adding new users and retaining existing customers.
- Graphics - web and print design, including design of ads & brochures social media graphics, etc.
- Working with Facebook, LinkedIn, Instagram, and Outbrain platforms.
- Building monthly report.

Yanca - Fashion Brand for Parents & Children

2014 - 2019

- Establishing and managing an e-commerce shop, monitoring and analyzing results via google analytics.
- Writing descriptions of products and designs.
- Establishing collaborations with Israeli and foreign bloggers and store owners, conducting market research.
- Reviewing the quality of marketing and product uniqueness for its further branding.
- Managing orders and providing solutions for customers in Hebrew, English and Russian languages.

FL work - Fashion Design

2013 - 2014

- Conducting a work plan, managing budgets timetables, and vendor relationships, while working in conjunction with the customer.
- Designing and modeling a casual clothing collection for women.

ORT Kiryat Bialik

2013 - 2012

Teacher Assistant

- Assistant to students with PDD

Independent Fashion Line Establishment Design and Marketing

2008 - 2011

- Design of seasonal collections & establishing of online sales website.
- Marketing to businesses, and private customers.
- Conducting consignment sales to designer stores in Israel and abroad

Dorin Frankfurt - Personal Assistant

2008 - 2006

- Assisting in the process of seasonal collection establishment.
- Working in conjunction with PR and marketing departments, including updating and operating the website and online store, working with CMS and writing copy.

EDUCATION

Netcraft Academy

2020-2021

User Experience
User Interface course

PPC Promotion

2016

Google AdWords

Wizo College

2002-2006

Fashion Design

SOFTWARE

Figma, XD, WordPress
Photoshop, Illustrator, Indesign
Microsoft Word, Excel

SKILLS

Persona
Visual design
User Flow
Wireframing
Prototyping
Reports

LANGUAGES

Hebrew - Native language
English - High-level proficiency
Russian - Fluent

MILITARY SERVICE (IDF)

Telegraph Operator
Shayetet 13 - Israeli Navy
Reconnaissance Unit
Demobilization rank: Sergeant