**About me:**I am a content manager and editor. I began working as a journalist in my youth, and advanced through many roles in the world of media and communications. In recent years my focus has been on managing, and that is where I want to continue and develop. In my last position, as a deputy editor-in-chief of the most popular content site in Israel, I had 30 people working under me and coordinated a similar number of freelancers. My areas of expertise are culture and entertainment - mainly music and television - and I know them from every angle: As a reporter I examined the backstage of the music world, as a strategic advisor I dealt with regulation and wrote a broadcasting tender for a large network, and as a content creator and manager I created formats and wrote screenplays for large broadcasting networks as well as web-based productions. I also managed a large staff of writers and editors on the subject of culture. Due to my years of experience I have an in-depth knowledge of the main actors in the local media, and extensive knowledge of entertainment, and particularly music, both Israeli and international.