

21, Bloch Street,
Tel Aviv 6416127,
ISRAEL



Recent photo

Mobile: +972.544.333.669
Skype: ami.holtzman
holtzman@netvision.net.il

YESHAYAHOU EMANUEL (Ami) HOLTZMAN
Marketing professional; Copywriter; Translator

A highly accountable, tenacious, process-disciplined, experienced and results oriented professional, with an outstanding record of successful assignments. I am a well-organized problem solver with strong communication skills.

- **An accomplished** economist and MBA, succeeding an extensive and distinguished international corporate executive career.
- **Sweeping attributes** on Business Strategy, Management, Business Development, Entrepreneurship and Training in the realms of Retail, Marketing and Consulting.
- **Polyglot** - English (USA; UK), German, Dutch, Latin, Spanish, Italian, Russian Portuguese and Hebrew with formal translation credentials.
- **An art specialist** holding a curator's diploma and a literature enthusiast, especially a *F. Kafka* and *J. Wassermann* lover.
- **A track record** of conception, initiation and invention of ideas, linear methods and patented products.
- **Lives with his spouse** in Tel Aviv residing also in Paris, Berlin and Amsterdam. | Age 66 | 3 sons | 4 Grandchildren |
- **Key words:** Creativity; Enthusiasm; Leadership; Optimism; Joy; Life; Innovation; Wisdom; Tolerance; Responsibility; Accuracy; Honesty; Integrity; Humanity.

Background includes:

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|----------------------|------------------------|
| • Marketing | • Copywriting |
| • SMM | • White papers |
| • Advertising | • Linguistics |
| • Strategy | • Research |
| • Planning | • Info-mining |
| • Lectures | • Translation |
| • Training | • Dissertations |

SKILLS:

I am a **Marketing expert and linguist**, with important analytical capacity and significant experience in copywriting, translation, literary writing and **strategic thinking**. I have a high level of **energy and integrity**, personal drive, self-motivation, excellent interpersonal presentation and persuasion skills.

International schooling, Economics, Marketing and Business Academic studies, Literature, Translation, Curation; mother tongues German, English, Hebrew.

Upon my retirement in 2012, after 35 years in marketing management, corporate management and strategic & business consulting in Israeli and multinational companies operating in a wide range of business concerns, I turned to fulfilling my great passion for creating all types of texts: **Writing, editing and translating.**

I grew up in a home where German, English, and Hebrew dominated the dome, sometimes located in Israel and sometimes in Germany, the UK, Switzerland and the USA. The frequent passage between different schools led to the fact that literature and reading in those three languages, was my daily bread from an early age on.

In 2013 I successfully completed the two years translation and editing English to Hebrew program at the Israeli Beit Berl Academy. Since then I have been writing, copywriting, translating and editing a wide variety of texts for corporations and customers in economics, marketing, finance, law, medicine, technology, literature and more, in all three languages . I work as a freelancer from my Tel Aviv home, see blessings in my occupation and derive a great deal of satisfaction and enjoyment from it.

In 1977/79, I studied economics at Ben-Gurion University and was awarded a distinction under the direction of Professor Jimmy Weinblatt and in 1980/1 at the Hebrew University. Challenged by a senior management promotion, I chose to cut my academic studies short.

Throughout 1978-1997, I have studied extensively in the organizations I was fortunate to be part of, counting among them the world leading companies: Marks & Spencer and L'Oreal-Paris, acquiring extensive theoretical and practical know-how in general management, marketing, human resources, planning, corporate governance and accounting.

In the course of my various positions over the years, I have formed and led important publicity & advertising campaigns, conducted numerous research and market surveys, written many business plans and formulated hundreds of business presentations in those languages, incl. French.

Understanding the subject matter to the core, flawless quality regarding content, style and form, punctuation and punctuality, is an absolute must when it comes to handling texts, paraphrasing, "Show me your text and I'll tell you who you are." All these are interwoven in my traits, my education and my personality.

I would be happy to work with you.

Yours Sincerely,
(---)
Ami Holtzman.